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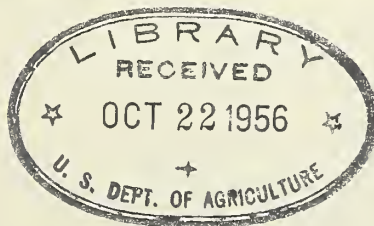
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# What is Read in the MIDLAND COOPERATOR?



BY JOB K. SAVAGE, JR.



APRIL 1956

FARMER COOPERATIVE SERVICE  
U. S. DEPARTMENT OF AGRICULTURE  
WASHINGTON 25, D. C.



## Questions and Answer About Co-ops

**Includes:**

- Farm supplies**
- Events**
- Business meetings and reports**
- Educational**
- Human interest**
- Marketing**

[illegible]

**Includes:**  
**Production**  
**Marketing**  
**Farm policy**

## GENERAL INTEREST NEWS

Includes:

- Business
- Government policy
- Education and information
- Human interest
- Armed forces
- Events
- Public power and natural gas
- Landscaping

[illegible]



## ADVERTISEMENTS



Includes:  
Cooperative  
Non-cooperative

## ADMINISTRATIVE



Includes:  
Indices  
Volume numbers  
Masthead  
Number and date of issue

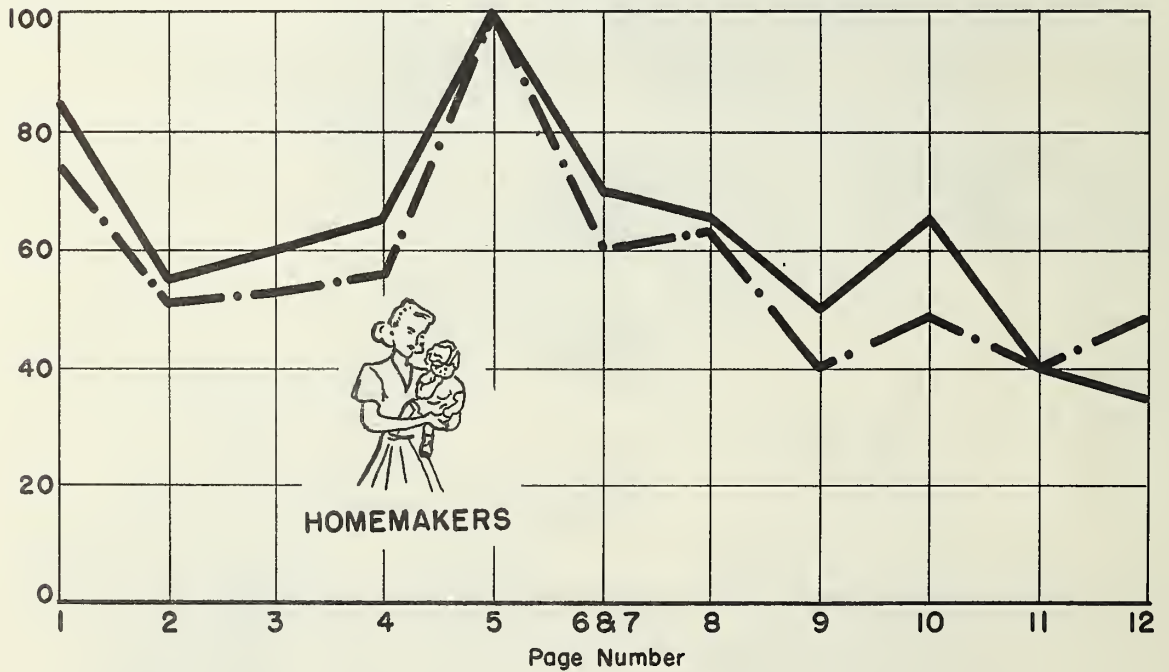
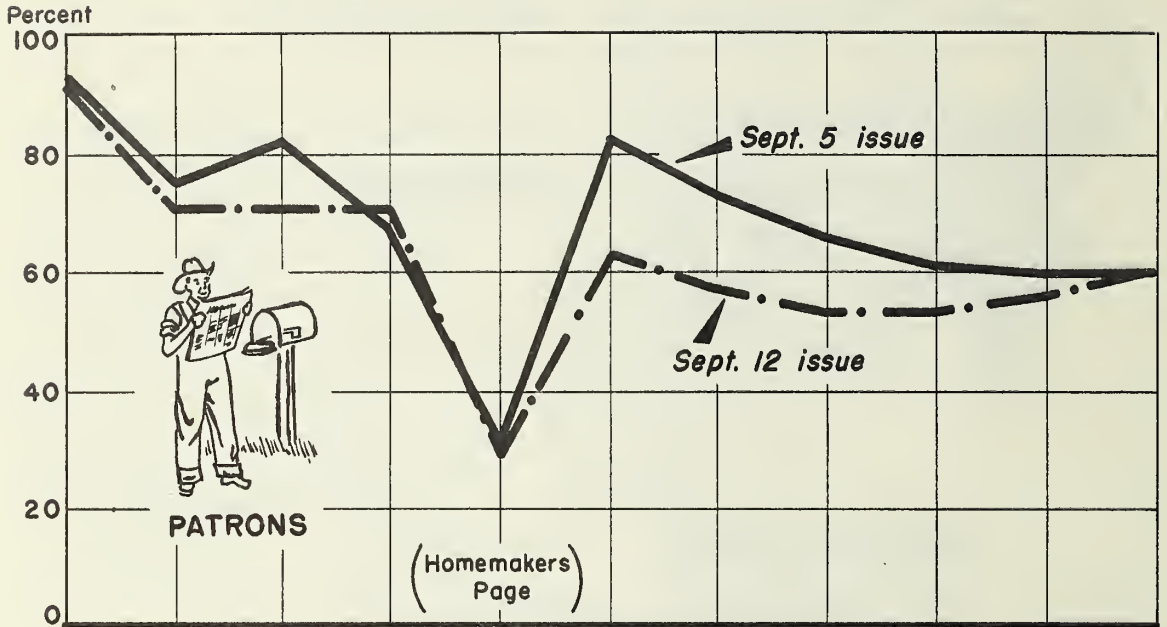
## HOMEMAKER

Includes:  
News about the home  
Cooperative news  
General interest news





# Page Readership of Midland Cooperator





# MIDLAND CO-OPERATOR

VOLUME 23

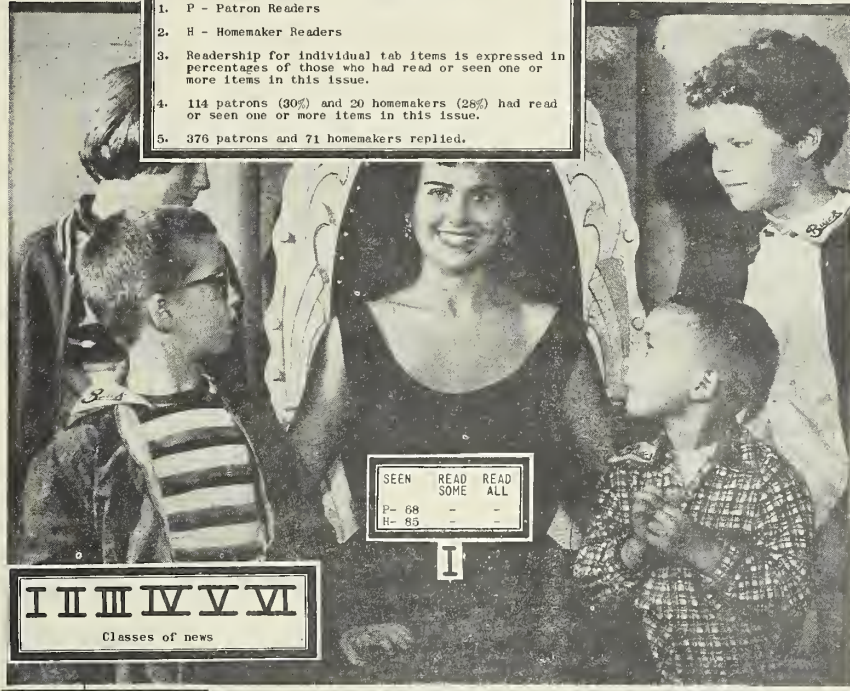
SEPTEMBER 15

NUMBER 6

### GUIDE TO TAB INFORMATION

1. P - Patron Readers
2. H - Homemaker Readers
3. Readership for individual tab items is expressed in percentages of those who had read or seen one or more items in this issue.
4. 114 patrons (30%) and 20 homemakers (28%) had read or seen one or more items in this issue.
5. 376 patrons and 71 homemakers replied.

	SEEN	READ SOME	READ ALL
P- 39	2	21	5
H- 60	5	5	5



	SEEN	READ SOME	READ ALL
P- 68	-	-	-
H- 85	-	-	-

I II III IV V VI  
Classes of news

## CARE Has New Food Gift Plan

You can help give away more than \$10 million of "surplus" U.S. farm products next winter to hungry people overseas.

The gifts can be made through CARE, the Cooperative for American Remittances Everywhere.

U.S. Department of Agriculture has given 30 million pounds of basic foods to CARE from U.S. stockpiles.

	SEEN	READ SOME	READ ALL
P- 5	13	25	10
H- 20	5	10	5

into packages that weigh about 20 pounds apiece. I will make up more than 1,500 of those packages. They will include mostly powdered milk, butter, cheese and edible oils.

The packages will be given to people in 10 European, Latin American and Asiatic countries. To start with, the packages will be delivered in West Germany and Berlin, Italy, Greece, Yugoslavia, India, Pakistan and Bolivia.

As additional surplus becomes available, CARE will send food to more countries.

Richard W. Reuter, new CARE executive director, announced some details of the program last week in response to inquiry from Midland Cooperator.

He explained that the costs of delivering each package amount to about \$1, and for each dollar you give, one package will be sent.

The price includes the usual CARE guarantee of free delivery and freedom from customs duties and all other costs.

Each package is marked plainly as "a gift from the American people." Because of the special relief character of the "Food Crusade," you cannot name a particular person or institution to get your packages.

"Distribution of these packages will be made strictly on the basis of individual need, determined by the CARE Mission in each country in close collaboration with national and local welfare authorities," Reuter said.

## Headlines of the Week

### U.S. Sells Most Grain

U.S. shipped overseas 11.3 million tons of grain in the year ending June 30. That was a 20% increase over last year and won back for U.S. the record she has held every year except two since World War I.

	SEEN	READ SOME	READ ALL
P- 8	8	31	7
H- 13	-	-	-

the five days' sea trip. In three days, the war ship was back again. She burned out bearings on two of her four propeller shafts.

### Farm Leaders to Meet

Farm leaders from all over the world will meet in Rome Sept. 9 to discuss surpluses, falling prices and other farm problems. The meet in Rome Sept. 9, to discuss farm problems. The meeting is sponsored by the International Federation of Agricultural Producers.

	SEEN	READ SOME	READ ALL
P- 7	10	35	8
H- 12	-	-	-

legate to the U.S. President Eisenhower's "insane" plan for insuring world peace. The Russians are cool to the President's suggestions that the big powers inspect and photograph each other's military installations. The theory is

(Continued on Page 3)

### ISN'T IT EXCITING TO TALK TO A REAL LIFE PRINCESS?

Ruth Marie Peterson, the new Milkmaid, had no lack of the Minnesota State Fair. Y appeared at the exhibit of the Committee she was surrounded

	SEEN	READ SOME	READ ALL
P- 11	12	25	45
H- 20	5	15	5

from left, are: Carol McCrehin, Leonard; John Stevenson, St. Paul; Donna St. Paul; and Donnie Albright, St. Paul. More fair pictures and story on page 10.

—Midland Cooperator Photo by Verne Niss.

## Russians Join into Fair Like We Do, Says Olsen

By BILL SELDEN

Russians crowd into big fairs just like people do here.

But you won't find farmers competing for livestock or produce ribbons. No one farmer owns anything worth exhibiting.

An Iowa farmer just back from Russia reported this to a crowd at the Iowa State Fair last week.

Ralph Olsen, Ellsworth, Iowa, farmer, returned just in time to speak at a Cooperative Day audience at the big fair at Des Moines.

Olsen is president of the Iowa Institute of Cooperation, which sponsored the special day.

Olsen was one of 12 Americans who visited Russia during July and August while a team of Russian farm experts visited the Midland region.

Olsen's group inspected the All-Union Agricultural Exposition in Moscow. It's the nearest thing the Russians have to our state fairs.

The Russians spent \$150 million for the huge lay-out, Olsen said.

The fair has fine buildings, formal gardens—and lots of statues of Russian heroes like Lenin and Stalin.

"We saw more concrete at that fairgrounds than we saw in all the

	SEEN	READ SOME	READ ALL
P- 10	8	48	30
H- 12	15	38	5

"On the days I were there they had crowds just out like this," Olsen said, referring to the big children's day crowd at the Iowa fair.

Collective farms exhibit at the fair.

But you won't see prize animals. Farms which have made good records in milk production or produced numbers of hogs are allowed to display.

And many of the farmers who attend the fair are given the trip

### READ THIS TOO

POWER FIRMS WANT MONOPOLY ON ATOM. 2

W H SEEN READ SOME READ ALL 3

IK P- 5 4 21 4

SI H- 10 - 15 5

OF PLOW V 6-7

UNCLE W J JOES TO THE FAIR

	SEEN	READ SOME	READ ALL
P- 3	1	9	5
H- 5	-	-	-



IOWA STATE FAIR VISITORS ATTEND COOPERATIVE DAY

Huge tent was headquarters for Cooperative Fair at Des Moines. Hundreds heard Olsen's trip to Russia. For

	SEEN	READ SOME	READ ALL
P- 1	5	30	5
H- 10	-	-	-



## Financial Success Is Not Enough, Voorhis Tells Insurance Employees

It no longer is a business to be "suced" Voorhis told a group of insurance employees and employees last week.

"More than ever it must today have a social conscience, a community awareness and an outlook of responsibility for national and world problems if our civilization, as we know it, and our democracy, as we cherish it, are to survive," Voorhis said.

Voorhis, executive director of the Cooperative League of USA,

SEEN	READ	READ
SOME	SOME	ALL
P- 17	3	12
H- 20	2	5



Voorhis

conference of agents and managers at the insurance company of the St. Paul head-

ence was held to give a preview of the new Mutual Service advertising and merchandising program which will be announced publicly Sept. 25.

Voorhis praised the insurance firm for its program to "lead out and keep ahead of the stream."

"We need a great deal more of the progressive spirit that is Mutual Service," Voorhis said. "And we need the element of ownership and control of more businesses by their users."

Voorhis told the insurance employees that we must show the rest of the world that "free institutions can survive and grow in America, that biggest and monopoly must not and will not destroy freedom in America."

"It is in this demonstration that organizations like Mutual Service can make a great and lasting contribution," he added.

The big problem, Voorhis said, is to find ways by which business big enough to be efficient can be democratically owned and controlled by many people.

"That is why the growth of cooperative-type businesses must be long to and be controlled by the people who use its services in their local community."

"The only question is whether cooperative-type businesses can grow fast enough," Voorhis said.

"Our insistent task," Voorhis concluded, "is to demonstrate to ourselves first and then to the other nations of the world that American freedom still means the right and the ability of the people to apply freely, voluntarily and successfully to their problems the practice of Mutual aid."

"This, in the final analysis, is what Mutual Service really represents."

## CO-OPS ABROAD

The second CARIBBEAN cooperative conference will meet in Georgetown, British Guiana, in January. Sponsors are the UN and the Caribbean Community.

For the first time, the organization will be held in a tropical island. Borrowed from a local union, built a house and a hotel in the highest bidder. The profit goes into a scholarship.

Fishermen at CHETICAMP, N. S., on Cape Breton, are debating whether to rebuild their cooperative processing plant. It was destroyed by fire Aug. 11 with \$200,000 loss.

SEEN	READ	READ
SOME	SOME	ALL
P- 11	4	8
H- 10	-	15

## Auto Giants Charged With Parts Monopoly

The "Big Three" of the auto industry are charged with monopoly.

Writing from Geneva as the world auto-for-peace conference opened, Henry Gemmill, a Wall Street Journal staffman, reports:

"Officials of companies that make (atomic) reactors say frankly that most of their utility company customers have no early expectation of cutting costs by building atom plants."

"Their primary motive is to

SEEN	READ	READ
SOME	SOME	ALL
P- 2	5	12
H- 5	5	5

## Wall Street Journal Reports — Utilities Are Out to Get Atom Monopoly

By Cooperative News. Private utilities are in cutting power costs by using atomic energy.

Their first aim is this new power source.

Present proposals of testimony of a Wall Street Journal reporter.

Private power firms, public utilities, and electric co-ops all involve reactors, that depend on atomic fission—splitting atoms. Atomic fusion—joining atoms—may be even better.

Says the Wall Street Journal, "Already scientists know enough about atomic fusion to be sure it will eventually yield cheaper power than atom fission, even though capital investments must be greater."

SEEN	READ	READ
SOME	SOME	ALL
P- 4	3	19
H- 8	-	-

it as an area of private power, rather than public power, noted manufacturers.

monopoly power than that planned is already on.

Present proposals of testimony of a Wall Street Journal reporter.

Private power firms, public utilities, and electric co-ops all involve reactors, that depend on atomic fission—splitting atoms. Atomic fusion—joining atoms—may be even better.

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## Letters

### To the EDITORS

READERS ARE INVITED to discuss problems and present ideas of general interest. We faithfully try to retain the full meaning in any letter we shorten.

### PLEA FOR ESPERANTO

To the Editors: The picture in Midland Cooperator (July 25) of little Robin Habek romping in the family farmyard with a Russian visitor, was called "Youngsters Need No Language." This points up the fact that if we had in use a language that all could understand, we could avoid the language barrier.

Well we can't avoid the evil of Babel if we will. But the recent decision of UNESCO resolving to cooperate with the Esperantists to get Esperanto taught in the schools of the world.

Many of the most active members of our co-ops are also members of the local school boards. It is one of these men we must depend on to get action for Esperanto. In Wisconsin, at least, any school board can introduce Esperanto into the grade schools. And any teacher can get a free course in Esperanto so as to do a good job of teaching by writing to the Esperanto Library of Middleton, Wis.

GLENN P. TURNER,  
Rte. 1,  
Middleton, Wis.

### People Increase "On-Cuff" Buying

People bought another \$562 million of goods on the cuff during July, Federal Reserve Board reported. Their debts on installment buying were \$1.477 billion.

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## Corn, Hogs And Peace

WE NOTED a few weeks ago that "Russians Are People, Too." That was when we commented on the exchange visits of Russian and American farm teams.

This time it was the exchange of what of the corn and hogs. It proved to be a success.

Ralph Institute of Cooperatives was in Iowa while Russian farm teams were here. He says that Russian people first were "cool" toward the U.S. visitors.

Then the censorship barriers went down. Russians got word of the friendly greeting that Iowa people were giving Russian visitors here. The Russians responded by opening their hearts to the American visitors.

We have learned that Russians and Americans can meet and understand each other when they talk corn and hogs. We can do as well when we talk of ways to peace if we permit free exchange of people and ideas.

## Welcome

TWO MORE groups of merchants have organized cooperatives, some hardware men and some jewelers. (Story on Page 3.)

Their own selves. They are not cooperative. They are not cooperative. They are not cooperative.

SEEN	READ	READ
SOME	SOME	ALL
P- 1	3	9
H- 5	5	-

way toward more economic freedom, even though they stop at the idea of extending the idea and its benefits to their customers.

## EDITORIALS —

### CARE Helps All of Us

CARE helps all of us. It gives us one of our finest opportunities to extend our hand of helpfulness everywhere.

It helps the friendliness, the sharing, the opportunity with a selfish benefit.

We can give away the "surplus" food from our price support programs and thereby cut down what pressure those surpluses have on our home market prices.

The CARE Food Crusade this year will concentrate on moving excess dairy products and edible fats—meaning peanut oil, soybean oil and cottonseed oil which go into butter substitutes.

The campaign will be launched nationally about Oct. 1, Midland Cooperator learned last week.

We know Midland region people will respond most generously. They did last year. And the Midland response—your gifts for food packages—was an important reason that CARE has gone ahead with the program this year.

There may be many reasons that Midland people have been such strong supporters of CARE.

For one thing, they helped organize this Cooperative for American Remittances Everywhere. For another, they traditionally have shown compassion for people in need. And now, if we must consider the other side of our character, we have a very real economic stake in seeing excess dairy products move out of storage and into hungry stomachs.

SEEN	READ	READ
SOME	SOME	ALL
P- 3	7	12
H- 5	10	10



AND NOW THE OTHER CROP

## Hard Sell

THE "HARD SELL" in merchandising is here to stay.

You can see it everywhere around you. It shows up when a car dealer says

you can get it in a week. And the Midland response—your gifts for food packages—was an important reason that CARE has gone ahead with the program this year.

There may be many reasons that Midland people have been such strong supporters of CARE. For one thing, they helped organize this Cooperative for American Remittances Everywhere. For another, they traditionally have shown compassion for people in need. And now, if we must consider the other side of our character, we have a very real economic stake in seeing excess dairy products move out of storage and into hungry stomachs.

It would be hard to prove whether the current "hard sell" campaign of American business reveals only healthy competition or whether it reveals sickness and disease in the production economy.

SEEN	READ	READ
SOME	SOME	ALL
P- 1	5	8
H- 5	-	-

## Childhood War Games

PARENTS still disagree about letting kids play war games.

But who resists Johnny?

From time's beginning it appears, children have played the equivalent of "cops and robbers," "cowboys and Indians" or "sheriff and rustlers." They probably played "cavemen and tiger" before that.

And probably cavemen wondered, as do most parents, how they could keep the young cavemen and their "tigers" out of the house.

We were interested to read this week (Mirror of Your Mind, Page 8) that it is "futile" for parents to stop the warlike games. So long as wars exist, the psychologist writes, you may as well let children play the games and relax.

Pretty grim thought that we have to solve all the world's problems before we get rid of Indians and cowboys around the house.

## MIDLAND COOPERATOR

Published by the Midland Cooperative League of USA, Inc. 1001 N. E. 1st St., Minneapolis, Minn. 55412. Entered as second class matter at post office at Minneapolis, Minn., under the Act of March 3, 1879.

SEEN	READ	READ
SOME	SOME	ALL
P- 1	5	8
H- 5	-	-

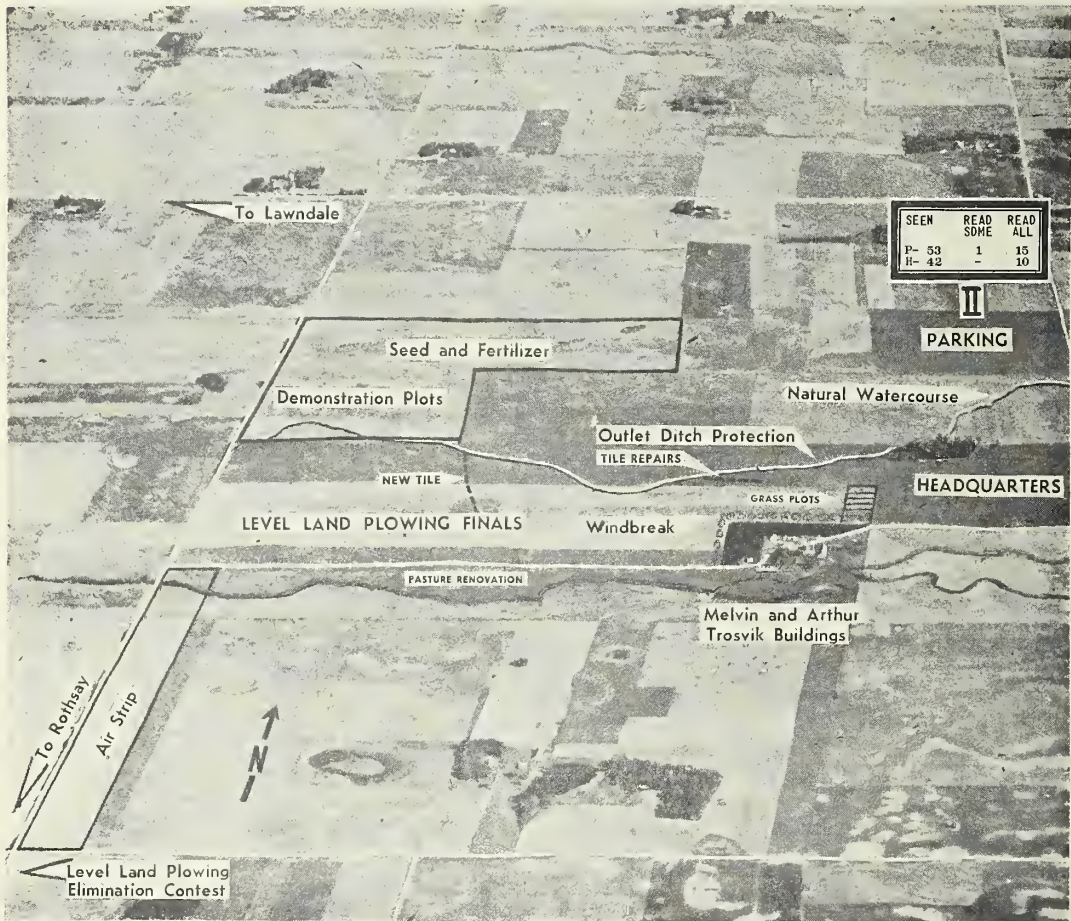
Entered as second class matter at post office at Minneapolis, Minn., under the Act of March 3, 1879.







# YOU CAN SEE SOIL SAVERS US



SEEN	READ SOME	READ ALL
P- 53	1	15
H- 42	-	10

II

PARKING

Natural Watercourse

Outlet Ditch Protection  
TILE REPAIRS

NEW TILE

LEVEL LAND PLOWING FINALS

Windbreak

GRASS PLOTS

HEADQUARTERS

PASTURE RENOVATION

Melvin and Arthur  
Trosvik BuildingsLevel Land Plowing  
Elimination Contest

## Call For MIDLAND'S Bulk Fertilizer Spreading Service . . .

SEEN	READ SOME	READ ALL
P- 3	1	9
H- 2	-	2

Fall dividends! T<sup>IV</sup>ess your pasture and hayland this fall . . . save time and labor with MIDLAND'S Bulk Fertilizer Spreading Service!

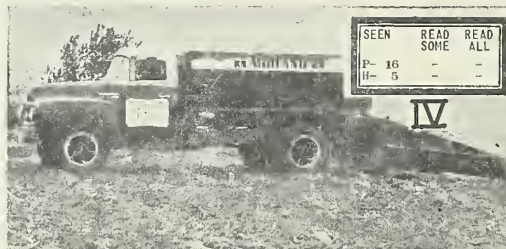
● Fall applied fertilizer assures a faster spring start for grasses, legumes or grains. It is right in the soil ready to stimulate growth.

● Fall applied fertilizer benefits the soil by speed decomposition of crop residue; helps to put n soil then crops take out.

● Bulk spreading eliminates much work for you in handling bags . . . cuts down handling and storage problems . . . helps you get ahead of the spring ad.

SEEN	READ SOME	READ ALL
P- 1	0	8
H- 2	-	-

MIDLAND Fall Fertilizer Discounts give you bonus savings. Ask about them today!



SEEN	READ SOME	READ ALL
P- 16	-	-
H- 5	-	-

IV

## LOOK F

There's much more to Minnes

the p  
The  
crow  
come  
strations.

This year's P<sup>II</sup>ville is being at the 1,200-acre farm of the north of Rothsay. Committee mty agent, soil conservationists and members have been planning at than a year—mainly on the soil s tions.

Here are some of the things you visit the Plowville site, 25 n Fergus Falls:

● A seven-year old stand c plowed up, fertilized and seeded and other grasses.

● Woody weed control—2,4,5' buck brush and other pasture w

● Band seeding—grass and le crop and fertilizer placed in c bands.

● A two-acre pot-hole tilled ou

● Two miles of natural drain to a four-to-one slope, mulched d brome grass.

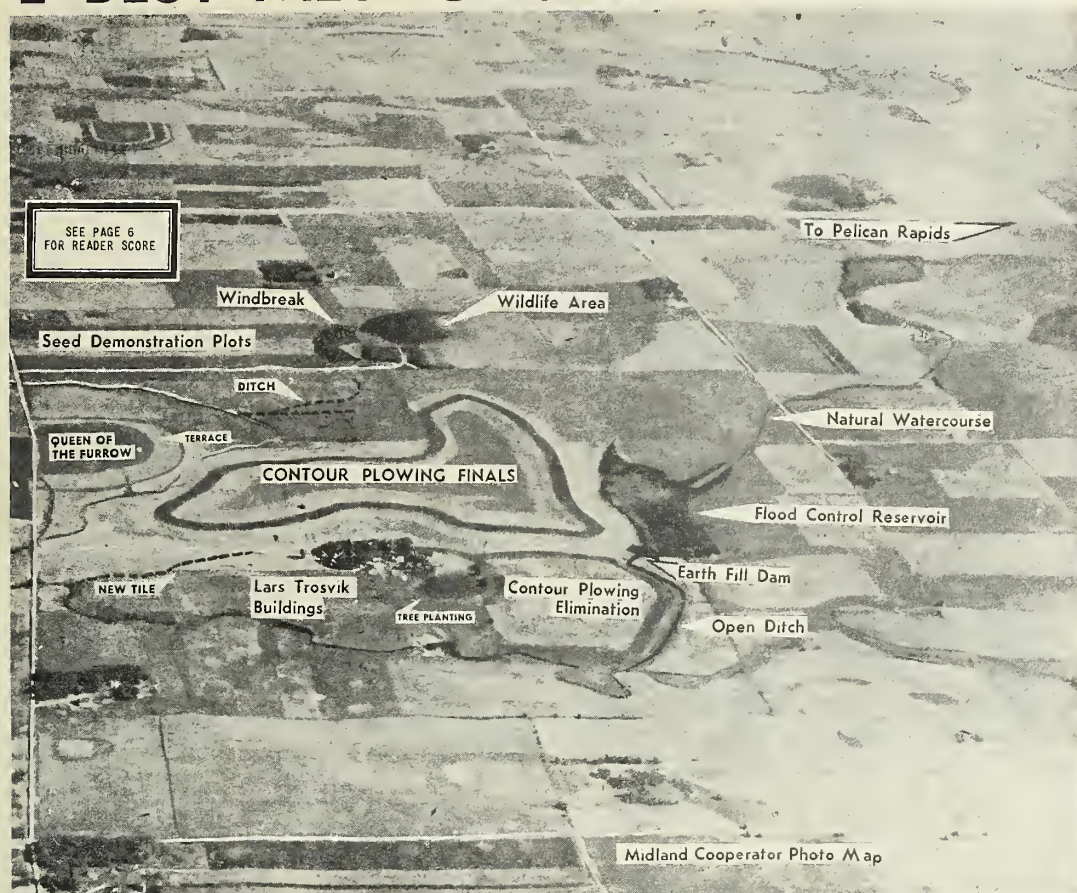
● Four or five acres of stubble

● Ten field strips, from a q quarters of a mile long, 20 rods w erosion control.

check with your MIDLAND cooperative today



# THE BEST METHODS AT PLOWVILLE



## OR THESE EVENTS

eta Plowville show. Five waterways grassed.  
ee contour strips laid out, a mile to a  
three-quarters long, nine rods wide, 30  
SEE PAGE 6 FOR READER SCORE

held Sept. 16-17  
Trosvik brothers  
embers, the coun-  
d university staff  
ad working more  
aving demonstra-

you'll see when  
ules northwest of

if alfalfa brome  
to alfalfa-brome

r and 2,4-D killed  
eeds.

gume seed, nurse  
one operation in

t.

ageway flattened  
own and seeded to

e mulching.

quarter to three-  
side, laid for wind

four fencing—about 120 rods set up on  
the days by University fencing specialist John R.

### HERE'S HOW THE PHOTO MAP WAS MADE

The photograph was taken by Bill Selden, associate editor of Midland Cooperator, from an airplane piloted by Joe Devorak, manager of West Central Airways, Inc., at Fergus Falls, Minn. They flew at 8,300 feet. Selden used a negative 2 1/4 inch wide print was made from a negative on No. 3 paper.

Then Selden and Editor Gordon Mikkelsen labelled it with type and strengthened the important lines by retouching. The engraving was made by the Minneapolis Star-Tribune Co., first newspaper in the Midland region to use Camera technique.

The engraving is available to any newspapers in the region which wish to help call attention to Minnesota Plowville this year.

Neetzel, using a post-driver and sharpened posts.

• An 18-acre pond created by a dam, with reed canary, redbot and other wildlife grasses.

• Corn population and fertility tests—three corn stands with 10,000, 15,000 and 20,000 plants to the acre, with varying fertilizer treatments within each type.

## For Fall Harvesting & Plowing Stock Up On MIDLAND Lubricants

GOING TO RUN SH...  
call up your MIDLAND coo...  
LAND Farm Service man. Take a...  
our "DRUM LOT" Oil Sale! Order...  
batteries, tires and spark plugs, too!

SEEN	READ SOME	READ ALL
P- 6	2	13
H- 18	-	5

"I'll need for fall field work? Then  
another delivery by your MID-  
LAND Farm Service man. Take a...  
large of big bulk quantity savings during  
fall change-over needs on anti-freeze,  
batteries, tires and spark plugs, too!



Include MIDCO 10W-30 Multi-Grade  
On Your Next Order...

SEEN	READ SOME	READ ALL
P- 13	-	10
H- 15	-	5



Today's  
for your  
MIDCO  
Heavy D  
SEEN READ SOME READ ALL  
P- 4 2 12  
H- 12 - 5  
ator oil  
engines!  
ement-1  
IG service  
specifications.  
... reduces wear ... insures faster, easier  
starting. It gives the all-temperature pro-  
tection you need for fall and winter, spring  
and summer operations. Ask for informa-  
tion folder from your MIDLAND Tank-  
wagon Man.

Call for MIDLAND Farm Service



## Federal Trade Group Warns Consumers—

## Watch Out for Gimmicks

The advertisers with fancy gimmicks, opportunities and amazing bargains are

Last month alone the Federal Trade Commission took action against nearly 60 false claims, misbranders and misrepresenters.

Under new FTC policy, most of the cases were settled when offenders agreed to stop making unjust claims. No criminal action against offenders was reported.

FTC gets involved when advertising crosses state lines—into interstate commerce where federal authority starts. FTC moves in when buyers or competitors complain against fast talkers who stretch the truth.

Here's a sampling of the cases:  
A Los Angeles firm agreed to stop saying its "Leg-Eze" kit would cure milk leg, varicose veins or sores and sprains.

Another Los Angeles firm bragged that its house paints were as good as nationally known brands selling for twice as much. It offered a "special" low price to clear out its warehouse.

SEEN	READ	READ
SOME	SOME	ALL
P-3	5	24
H-5	-	15

found the firm had accepted a huge order for much more paint than a rehouse could hold—so the clearance te. FTC also charged the paint was national brands.

A New York outfit advertised a floral centerpiece called "Garden Under Glass"—Only real flowers, including rare varieties from the "deep Brazilian forest." Most of the flowers turned out to be plastic, FTC said.

A firm in Huntington, W. Va., offered a "golden opportunity." You could get \$45 worth of merchandise by paying \$2.50 for a coupon book.

But some of the offers had strings attached. For instance, you could have a suit cleaned free if you paid to have another cleaned at the regular price, FTC reported.

Sometimes FTC decides in favor of the advertiser. A New York company bragged its sewing machine was "almost human."

Just fancy sales talk, FTC said. No law was violated, it decided.

## Much Fertilizer Carries Over for Another Year

Much of the fertilizer you add to your crops may be left in the soil to build greater fertility the other year.

How much carryover will depend on the soil. Among them are the amount of moisture, the amount of the crop you harvest and the amount of fertilizer you add.

Iowa State College agronomists figure the carryover works out something like this:

When 40 or more pounds of nitrogen are used for corn, up to 25% of that nitrogen you add on fine textured soils can be left for the crop next year. In dry seasons this carryover may be even greater.

But on sandy soils you may get little or no residual effect from nitrogen the following year.

The carryover of phosphate plowed under or disked in for corn is 40% to 60%.

It expects much carryover if you add 80 pounds an acre the carryover will be 50% or more.

As far as potash is concerned, one-third to two-thirds of this nutrient can be left over for the next year.

On silts and clays, a carryover will average about 30% if the crop is corn and you take the stalks off. It may be up to 60% if the stalks are left on the ground.

When small grains and legume-grass seedings are made the potash carryover will probably range around 40% when the straw is taken off. You could get up to 60% when it is left on the ground.

SEEN	READ	READ
SOME	SOME	ALL
P-4	3	21
H-8	-	5

## Cook Each Part Of Chicken In Different Way

Chicken should be cooked according to the cut, suggest food specialists of the USDA.

This way you can use the low cost bonny pieces of the broiler-fryer.

Problem in cooking can be fried, broiled, or baked.

The back bone and wings are a problem since they don't offer enough meat or are difficult to eat when cooked by any of these dry heat methods. The "bargain" cuts of chickens often don't sell for these reasons.

To make use of the whole bird and economize on cost, broil or fry the meaty pieces for one meal and then cook the back, neck and wings by themselves with moisture.

Cover with water and add chopped onions, celery, and herbs for flavor. Simmer (heat just below boiling) for about an hour or until the meat easily flakes off the bone. Use the broth for soup or thicken for use on dumplings or toast.

The bony part of a three-pound chicken (ready-to-serve) should give enough meat for two servings.

If you're going to preserve these broiler-fryers while they are plentiful, freeze the meaty parts.

**SCHOOL'S OPEN**

READER SCORE NOT OBTAINED

WINNER, 1954 NATIONAL POSTER CONTEST

MIRROR OF YOUR MIND—By JOSEPH WHITNEY  
Should Children Play War?

Do career women try to prove their independence?

Not as much as formerly. Before World War I women often chose careers to prove their equality with men. Now they have equal rights, they are not so much on the defensive.

Homemaking has prestige, too, and accepted that women should not be emotionally dependent on their husbands—children are the center.

Most women who now, do it from interest in a particular field, not because they wish to prove themselves superior to men.

By playing war they can let off boisterous steam with wooden soldiers and toy guns.

ing notes improve memory?

Probably it will have the opposite effect. Everyone has a good memory. Memories need using, not improving.

There are lots of systems for improving your memory, but you can't remember what you haven't learned in the first place.

Making notes to remind you of simple things shows that you distrust your memory. Actually, it's very reliable. The normal mind can store thousands of memories without strain.

(Copyright, 1955, King Features Syndicate, Inc.)



Should children be allowed to play war games?

Yes. As long as grown-up fight wars, it's futile to pretend that wars don't exist.

Every child has natural aggressive instincts for which he seeks outlets. Playing war is one way he can learn to control his primitive urge to violence.

Children must learn that they can't hurt others without being hurt in return.

**Elaborate Saltines**

READER SCORE NOT OBTAINED

WINNER, 1954 NATIONAL POSTER CONTEST

**Have You Tried CO-OP KIBBLER DOG FOOD?**

READER SCORE NOT OBTAINED

WINNER, 1954 NATIONAL POSTER CONTEST

**Have You Tried CO-OP KIBBLER DOG FOOD?**

READER SCORE NOT OBTAINED

WINNER, 1954 NATIONAL POSTER CONTEST



Send your jokes, riddles, poems, drawings and other contributions to Uncle Walt. If you ask, he'll see that you become a SMOKEY BEAR JUNIOR FOREST RANGER without cost to you. Readers whose contributions we have space to use will get another reward from Uncle Walt. Boys will receive a handsome SMOKEY BEAR leather belt. Girls will get an attractive SMOKEY BEAR scarf. Address: Uncle Walt, Midland Cooperator, Minneapolis 13, Minn.

STATE FAIRS ARE MADE TO ORDER for boys have fun.

There is so much to do at the average state fair, spend every day of it looking and doing and have everything.

State fairs are where members of the Future Farmers groups pay off.

Lucky youngsters usually stay at the fair in special dormitories. They are around for all the activities of their groups, and they can watch everything else that takes place.

Uncle Walt took a photographer to the Minnesota fair last week. He stopped to watch a blacksmith shoe a horse—an undertaking he had not seen since he was a boy. He saw a potter shape a beautiful vase from a lump of wet clay.

Stone cutters, working right in front of him, fashioned wonderful ornaments from dull-appearing stones.

New rockets and weapons from every branch of the armed services attracted boys by the hundreds.

And crowds watched the Navy "frogmen" perform in a big glass tank.

One could not imagine there

**Fruit Juices Can Stain Porcelain Kitchen Surfaces**

That porcelain enamel top as your stove, sink or table is not indestructible, points out Margaret McCordic, University of Wisconsin bone management specialist.

Porcelain is a form of glass and can be stained by acids.

fall left in sinks. VI. Once you wear through the glaze, you have a constant cleaning problem.

Most manufacturers make porcelain enamel surfaces that are "acid resistant." Look for the "acid resistant" label on fixtures you buy. Such household acids as lemon juice, tomato juice, vinegar and ammonia will not stain or etch them unless left for a long period of time.

Regular cleaning with soapy hot water is always recommended. If the porcelain enamel surface is very dirty or stained, use a fine, smooth cleaning powder or paste. Cleaners with sudsing action avoid the danger of etching, says Mrs. McCordic. After using cleaning powder or paste, be sure to wash well with hot soapy water.

**Order Your GRAIN BINS NOW!**

READER SCORE NOT OBTAINED

WINNER, 1954 NATIONAL POSTER CONTEST

**Fa IV**

See Our Local Agents or Write the Wisconsin Silomaf Mfg. Co. SURING, WIS.



**READER SCORE NOT OBTAINED**

WINNER, 1954 NATIONAL POSTER CONTEST

**Order Your GRAIN BINS NOW!**

READER SCORE NOT OBTAINED

WINNER, 1954 NATIONAL POSTER CONTEST



## Use Temporary Crib For That Extra Corn

A temporary crib—custom built for your farm—might answer your storage problems for that extra corn this fall. H. D. Bruhn, University of Wisconsin,

near, recommends types

• A rectangular crib

• A round bin with an air duct for a mechanical drier.

For air-drying wet corn your best choice will be a rectangular

## Is Earthworm Over-rated As Soil Builder?

The earthworm may not be as glamorous as everyone has been taught, according to University of Wisconsin forest soil research workers.

After study, four different types of nature found on the forest floor, the researchers learned that beetles, spiders, mites and ticks and other forest bugs produce a better floor covering than earthworms.

The material formed by the bugs is one of the best kinds of forest humus. It looks like bran and made up of leaf and needle crumbs and bug remains.

Humus activity estimates were based on types of organisms present, effect on root growth of test plants, proportions of carbon and nitrogen, decomposition of proteins and cellulose and nitrification rates.

The humus produced by bugs contained 360 million air-using bacteria per cubic inch. Moss bog humus produced 32 million bacteria and earthworm castings three million.



**DON'T MISS YOUR ANNUAL MEETING**

Wednesday, Sept. 14

Denmark (Wis.) Co-op Services.

Friday, Oct. 21

Wisconsin Ass'n of Cooperatives, Mead Hotel and Elks Club Wisconsin Rapids.

Monday, Oct. 31

Minnesota Ass'n of Cooperatives, Hotel Lowry, St. Paul.

Tuesday, Nov. 1

Minnesota Ass'n of Cooperatives, Hotel Lowry, St. Paul.



box

crib made with poles and snow fence.

Make the crib four to six feet wide, depending on the moisture in the corn. If it's pointing north, the westerly wind will work well and

is easier to build.

For mechanically drying corn, you can build at little cost around crib with poles and welded steel wire or snow fence, with a drying duct in the center.

Construct a smaller duct to channel the air from the drier to the central duct, which can be made of snow fence, mesh wire, or slatted boards and lets the air into the corn all the way up through the crib.

Such a crib, says Bruhn, can be built 24 feet wide and 16 feet high—big enough for 3,000 bushels of corn. That size will require about 10 cross-tied poles. The structure should be good for at least 10 years of storage.

One added feature: when you use heated air for drying, you have a perfect rat-ridding device. Simply turn on hot air whenever you suspect rats in the crib.



## FUTURE FARMER EXCURSIONS ARE LOTS OF

That's what more than 40 Lakefield, Minn., Future Farmers learned Aug. 25 when they inspected the Minneapolis office of Midland Cooperatives, Inc. Here some of them visit with a few of the girls who work for Midland.

The boys also visited Service Insurance Co. in St. Paul and a banquet that evening.

—Cooperator Photo by Seth Fisher

A MILLION YOUNG families

SEEN	READ SOME	READ ALL
P- 3	1	10
H- -	-	10

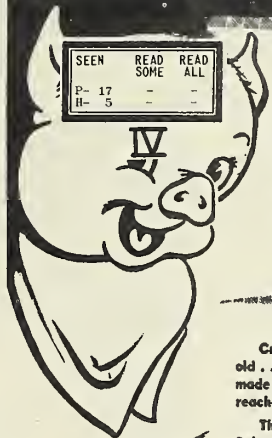
Cooperatives Build Strong

SEEN	READ SOME	READ ALL
P- 4	2	5
H- -	-	5

THREE OUT OF FOUR traf-

SEEN	READ SOME	READ ALL
P- 2	2	9
H- 5	-	15

## ANNOUNCING CO-OP "BABY PIG POPETTES"



SEEN	READ SOME	READ ALL
P- 17	-	-
H- 5	-	-

IT'S HERE NOW—at your Midland cooperative—the newest addition to the Midland Hag Feeding program. "BABY PIG POPETTES" are exceptionally high in taste appeal and contain 10% sugar, 40% oatmeal and a very high content. They are liberally fortified with antibiotics, vitamins and minerals . . . for maximum health protection and growth boosting!

SEEN	READ SOME	READ ALL
P- 3	3	7
H- -	-	5

Creep feeding of "BABY PIG POPETTES" is started when pigs are a few days old . . . and continued until each litter has used up one 50-lb. bag. A switch is then made to CO-OP "PIG POPETTES" until weaning, or until pigs have reached 45 to 50 lbs.

SEEN	READ SOME	READ ALL
P- 3	2	6
H- -	-	5

These twin starter feed Balancers, are designed to e

GRO "40" or CO-OP 40% Hog months under average farm conditions! Ask about the complete midland hog rearing program and the new Midland Hog Financing program when you buy this INTRODUCTORY OFFER COUPON.

## SPECIAL OFFER

SEEN	READ SOME	READ ALL
P- 3	2	3
H- -	-	5

Accept on TWO DOZ. (\$2.00) towards the purchase price of four 50-lb. bags CO-OP "BABY PIG POPETTES."

## CLIP ON DOTTED LINE — USE THIS COUPON CHECK NOW INTRODUCTORY CHECK COUPON Your MIDLAND COOPERATIVE

Credit to: \$2.00

TWO AND NINETY DOLLARS

To apply on purchase of four 50-lb. bags CO-OP "BABY PIG POPETTES" Indorse Name & Address on Other Side

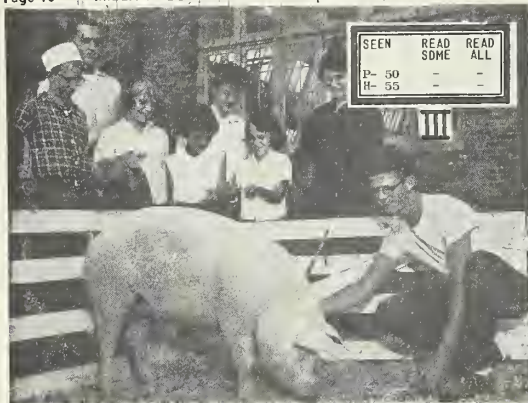
SEEN	READ SOME	READ ALL
P- 2	1	3
H- -	-	5

(Countersigned by store manager) (Good only at your MIDLAND cooperative—offer expires after October 31st.)

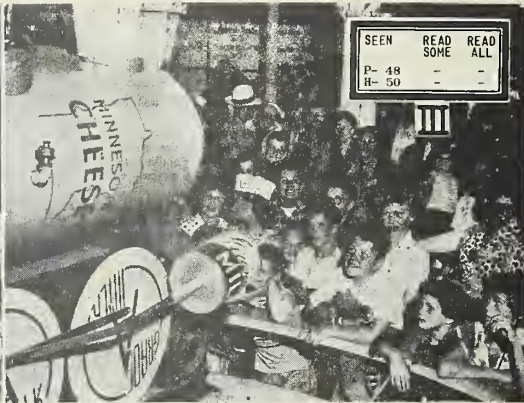
order at your MIDLAND cooperative (Farm Store or Feed Mill)







This Gilt Won Youth Trip to Fair



Thousands of Kids Heard Talking Train

## STATE FAIR Uncle Walt Is Overwhelmed by Huge Farm Pageant

(Report and Photos)  
By VERNE NIES

Uncle Walt went to the Minnesota State Fair last week.

I went along to take pictures for the Midland Cooperator.

I don't think Uncle Walt has seen many state fairs.

He was overwhelmed—like he had been hit on his head with a brick.

Uncle Walt insisted on visiting the new Princess Kay of the Milky Way. She's Ruth Marie Peterson of Austin, who will study home economics at the University. She'll first work with the Minnesota Dairy Industries Committee all year helping publicize the state's dairy products.

Her parents, Mr. and Mrs. Carl E. Peterson belong to the Freeborn County Cooperative Oil Ass'n in Albert Lea and Austin.

Uncle Walt found dozens of kids talking with a yellow locomotive.

There were many demonstrations going on. It seems that it's that way during the entire fair week. He finally settled down and watched a girl bake a double-decked fruit loaf.

The Midway sidshows didn't interest Uncle Walt so we skipped that. But he made us travel clear across the grounds to the cattle barns.

There were lots of pigs, too. Walt commented that it looked like pig breeding was going in circles. The lean meat-type hogs looked more like old time Arkansas razorbacks than any of the fatter hogs which used to be popular.

Uncle Walt saw more than a thousand tractors on machinery hill.

Then he went into one of the big tents to sit down and see what else was being shown. He saw more tractors.

Uncle Walt was worn out by suppertime. He started looking for his car.

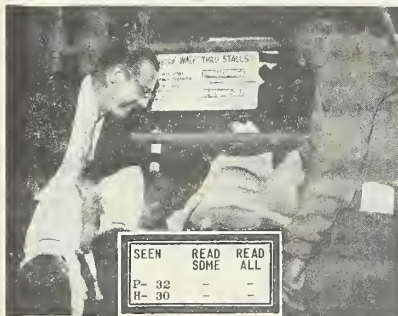
Cotton candy and hot dogs and soda pop, he said, just don't have body enough to carry a fellow for a strenuous day on foot at the fair.

### The Pictures

TOP LEFT: This Chester White gilt won Owner John Green, Kasson, his trip to the state fair. Watching John prepare the animal for showing, from left, are; Tom Lafond, St. Paul; Chester Daniels, Austin; Nancy, Terry and Marilyn Timmerman.

RIGHT: Louise Tacheny, rural Mankato, demonstrated preparation of Double Deck Fruit Loaf. She was one of hundreds of youngsters who proved their knowledge to judges and audiences in the 4-H building.

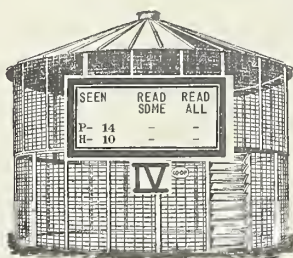
BOTTOM LEFT: City youngsters were fascinated by the model cow displayed in the booth sponsored by Universal Milking Machine and Midland Cooperatives, Inc. Here Joan and Connie Nordquist, Roseville, hear Paul Lentz, Midland service shop superintendent, explain the milkor while their father, Roy Nordquist, right, looks on.



Universal Milker IIIresses City People

## Get Your CO-OP Corn Crib NOW!

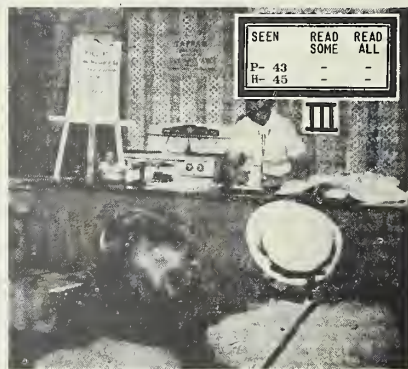
Easily Assembled . . . Easily Moved



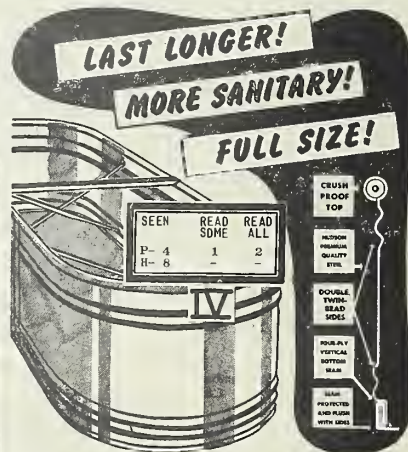
Designed for efficient, economical storage of corn, the CO-OP Corn Crib is made of sturdy iron frames. Entire unit is easily assembled . . . easily moved.

SUPPLY IS LIMITED — GET YOURS NOW!

Stop in at Your  
**MIDLAND CO-OP**



4-H Demonstrators Were Their Own Show



## HUDSON TANKS

Only Hudson quality heat crack-free side seam...

...crushed top with 3/4" rolled-in pipe. Hudson tank guaranteed FULL SIZE. Popular sizes and styles.



Get HUDSON WATER TANKS and HUDSON "Prof-Matic" HOG FEEDERS

at your **MIDLAND cooperative**  
Farm Supply Store or Feed Mill



September 5, 1955

MIDLAND COOPERATOR

Page 11



## How New Midland Ads Are Created

You see the first of the new Midland cooperatives advertising on the back page of this Midland Cooperator.

Dozens more ads already are on the drawing boards, in photo studios and at engravers and plate-makers.

The picture to the left shows one important step in the creation of advertising for the Midland Cooperator.

Advertising agency discussing an idea with Olson, advertising manager of Midland Cooperative, at the first conference on an ad which will appear in newspaper and farm publications during October.

With Olson are Bob Maercklein (left), Bill Eisner and Carl Nelson of Maercklein-Nelson Advertising, Milwaukee, Wis.

employees of the general offices in Minneapolis.

"We are using the modern mass media method to tell the story of Midland cooperatives to hundreds of thousands of people who may know very little about cooperation itself and almost nothing about the Midland way of working together," Smaby said.

"We are doing it the Midland way," he went on. "We who work for Midland in their organization carry the major advertising and a work," he said. "That is toward completion."

Member cooperatives for whom we work do their part by carrying the program into their local communities," Smaby reported. They'll use big ads and little ads, lots of window posters and signs which we supply them, and they'll be the ones who first reach the people who are new to cooperation."

Before them are rough layouts of a full-page newspaper ad for Cooperative Month. Olson has a sketch which shows in a general way the ideas that Midland cooperatives want to tell to readers.

The sketch shows how the Midland "M" with the two dots on top represents people working together in Midland cooperatives.

The message invites thousands of other people to join the more than 1,250,000 who already have a voice in ownership and control of Midland cooperatives.

After this conference the agency men put their staff to work on drawings and copy.

Their work then came back to Olson for changes and final approval.

As you read this edition of Midland Cooperator, engravers, stereotypers and electrotypers are producing the Co-op Month advertising materials which will be used in newspaper and magazine printing plants a month from now.

Today's Infra-Heat fuel oil ad appears in current issues of The Farmer and of Wisconsin Agriculturist.

You'll see a very similar ad in two colors next week end in major daily newspapers throughout the Midland region.

Your local cooperative will be using ads like it in your hometown newspaper. It will display posters and banners in its service station and store to call attention to the new Midland Infra-Heat fuel oil.

The program is designed to "build cooperatives by attracting new people to them," General Manager A. J. Smaby explained when he described the work to

## Farmers Make Slight Cuts in Dairy Herds

The national dairy herd declined 1.4% last year, according to a report from the U.S. Department of Agriculture. The herd was 25.6 million in 1954, down from 25.9 million in 1953.

Farmers in the Great Plains, Central Corn Belt and the South made the biggest cuts. Dairy men in the Northeast, Upper Great Lakes and Pacific Coast areas made little change.

## Farmers Get 2% Less in August

Farmers received 2% less for their milk in August than in July.

The price of milk in August was 10¢ per cwt. less than in July, according to a report from the U.S. Department of Agriculture.



"On your salary, we don't need a cash."

## CLASSIFIED ADVERTISING

RATES Each word: 13¢ one time; 41¢ each time for three consecutive insertions; 10¢ each time for six or more times. One-third discount to cooperatives and subscribers for non-commercial ads. Address label from the Cooperator must be enclosed for discount. Minimum \$1. Send check with ad. Deadline: Wednesday noon.

**FOR SALE**  
POSTHOLE DIGGER FOR FORD Ferguson tractor; any design, no gear nor shear pins. FREE folder. R. 2433 11th Ave. S. Minn.

**1-8-CAN WILSON**  
International, 1-6-can International, 1-6-can Dari-Kool, 8-can Dari-Kool milk cooler. These coolers are priced to sell at once. Contact—Badgerland Co-op, Whitewater, Phone 29.

**OF INTEREST TO WOMEN**  
NYLON HOSIERY BARGAINS. Factory rejects (Thirds) 6 pair \$1.00. Our Better Grade (Seconds) 3 pair \$1.00. Our Select Grade (Irregulars) 8 pair \$2.00. Postpaid when cash with order. Allen Hosiery Company, Box 849, Dept. B, Chattanooga, Tenn.

## PHOTO FINISHING

negative on 8 exposures including coupon for two plain or one colored enlargement. 40¢. 8¢ each. Flash Foto Box 1122-C, Minneapolis.

**AGENTS WANTED**  
N SPARE-TIME GREETING Card and Gift Shop at home. Show friends samples of our new 1955 Christmas and All-Occasion Greeting Cards and Gifts. Take their orders and earn to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 58, Ferndale, Michigan.

"SELL WITH WANT ADS"

## Fall Festival SALE!

SEEN	READ SOME	READ ALL
P- 10	1	6
H- 5	-	-

SEEN	READ SOME	READ ALL
P- 19	-	-
H- 5	-	-

## DIRECTOR Tubeless

Enjoy a new feeling of security and riding ease out of the DIRECTOR TUBELESS tire. You won't find it anywhere else today.

- Super and IV performance
- New long-life, tread and rib
- New riding and handling comfort—less road noise

SEEN	READ SOME	READ ALL
P- 4	3	10
H- -	-	5

**\$19.95** Plus Tax\*  
**\$16.90** (Plus Tax\*)

6.70x15

recappable trade-in.

SALE PRICES ON ALL SIZES!

## Fall Festival Bargain!

TALK ABOUT A BARGAIN—this is it! Because of fast-growing acceptance of the new DIRECTOR less and regular tires, we are reducing our inventory of the CO-OP "Deluxe Cushion". Prices are cut accordingly... it's your Fall Festival bargain buy! A quality level tire... fully covered by the Midland "LIFE-OF-TREAD" guarantee!

## CO-OP "Deluxe Cushion"

SEEN	READ SOME	READ ALL
P- 2	2	11
H- -	-	5

**\$14.95** Plus Tax\*  
recappable trade-in.

Get set for fall driving... drive in today for any tire vice or tire replacement you need!

at your MIDLAND cooperative



## Co-ops Boost Power

Power cooperatives borrowed \$10 million more from REA to generate and transmit electricity in the year ending June 30 than they did a year ago.

Operation and transmission loans "only where applicable" show that the new facilities will reduce power costs or are needed because of a power shortage in the area.

The new loans will allow co-ops to increase their power output by 98,940 kilowatts, to a total of 1,280,814 kilowatts.

Power needs of the 1,000 cooperatives which borrow from REA will double by 1965 and more than triple by 1975, according to Ancher Nelsen, REA administrator.

Cooperatives which borrow from REA still buy about 85% of their power from other power suppliers, Nelsen said. The suppliers are either profit-type electric companies or public agencies.

Nelsen said REA is finding "it is usually advantageous" for REA borrowers to contract with other power suppliers for "dependability of service and lowest cost."

Corn Belt Power Cooperative of Humboldt, Iowa, was one of the borrowers from the Midland region. Corn Belt borrowed \$7.2 million to interchange power with Iowa Electric Light and Power Co. and built new generating facilities of its own.

## CARE Puts Push on 4 Programs

By Cooperative News Service

A reorganized CARE has limited its work to pushing a broad, 4-point program. This includes:

(1) American Bookshelf, in cooperation with U. S. Information Agency; and

(2) shipping U. S. farm surpluses to needy people overseas.

CARE Development Corporation and its successor, CARE Development Fund, have been abandoned. Groups that invested in these projects now have their money back.

CARE's big push this fall will be to ship thousands of 20-pound dairy food packages overseas from the nation's surplus stockpile. Each package will cost the donor \$1.

## WANT ADS

ap-on rd.

SEEN	READ SOME	READ ALL
P- 2	1	5
H- -	-	5

(WUC RECEIVED)

SEEN	READ SOME	READ ALL
P- 5	-	13
H- 10	-	10

"You, we did know the jungle."

## Dairy Princess Will Win \$1,000

America's first dairy princess will win a \$1,000 cash scholarship and a complete wardrobe, American Dairy Ass'n has announced.

SEEN	READ SOME	READ ALL
P- 2	1	14
H- 10	-	10

## CROP Appeals for Food

The Christian Rural Overseas Program — CROP — is starting its eighth annual appeal for food for needy people abroad.

CROP is asking farmers to give commodities like wheat, flour, corn and other foodstuffs to the program.

SEEN	READ SOME	READ ALL
P- 3	1	10
H- -	-	-

surplus food free from the government.

CROP is the food-gathering agency of the Church World Service, a department of the National Council of Churches.

SEEN	READ SOME	READ ALL
P- 1	1	5
H- 5	-	-

## WEATHER OR STOCK DISEASE?

Even Howard Viken, Midland, newscaster on WCCO Radio, has his bad days.

He recently forecast "shattered thunder storms."

SEEN	READ SOME	READ ALL
P- 4	1	11
H- -	-	-

It's new... it's here... it's the

MIDLAND Product of the year



**1 new 5-Way Additive** saves fuel — gives more heat. Sludge contains the heavy hydrocarbons which produce the greatest number of heat units. Midland INFRA-HEAT fuel oils let them be burned, providing heat which in ordinary fuel oils is wasted.

**2 new 5-Way Additive** keeps accumulated solution so that it burned off — thus protecting your equipment. You get no rust or corrosion. You get cleaner burning, higher heat value, longer life for your oil burner.

**3 new 5-Way Additive** insures complete burning of all fuel oil — even the hydrocarbons and moisture are burned. Midland INFRA-HEAT fuel oils eliminate soot formation, disagreeable fumes and smoke; in efficiency.

**4 new 5-Way Additive** prevents clogged plugged lines by keeping sludge and moisture in solution... cutting repair bills and increasing burner life.

**5 new 5-Way Additive** saves you money because you get more heat per gallon — greater, more uniform heat! In Midland INFRA-HEAT fuel oils gradually remove accumulated sediment generally present heating system.

Now from Midland comes All-New INFRA-HEAT, the greatest fuel oil ever discovered. Midland INFRA-HEAT insures uniform heat and comfort... at savings you never dreamed possible. Why? Because INFRA-HEAT heating principle completely new with Miracle HEAT burns completely. No dirt... oil burns. In fact, INFRA-HEAT tends to remove accumulated sludge and dirt already present in your

Your local Midland Cooperative will help you select the proper burning fuel oil, either INFRA-HEAT M-1 or INFRA-HEAT M-2.

Call your local Midland Cooperative for fast, efficient delivery...

**MIDLAND L.P. GAS**  
Complete PROPANE Service  
cylinder or bulk

SEEN	READ SOME	READ ALL
P- 5	1	9
H- -	-	5

**MIDLAND PRODUCTS**

MIDLAND... A sign of service... A pledge of Service | MIDLAND COOPERATIVES



# MIDLAND COOPERATOR

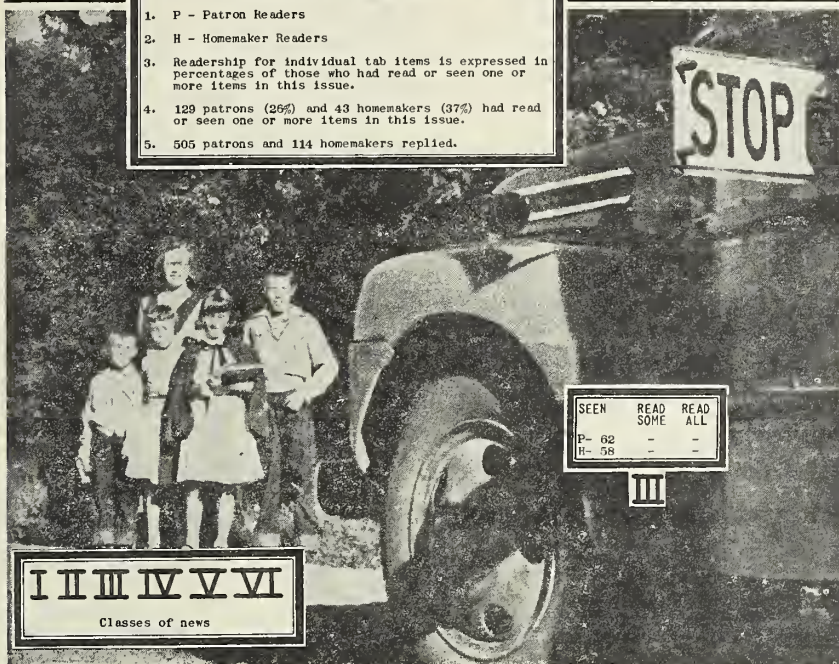
VOLUME 23

GUIDE TO TAB INFORMATION

SEPTEMBER 12, 1951

NUMBER 7

1. P - Patron Readers
2. H - Homemaker Readers
3. Readership for individual tab items is expressed in percentages of those who had read or seen one or more items in this issue.
4. 129 patrons (26%) and 43 homemakers (37%) had read or seen one or more items in this issue.
5. 505 patrons and 114 homemakers replied.



Classes of news

Schoeberl Youngsters of Rush City, Minn., Board Bus for First Day in School

## Seed Prices Drop

**Farmers Will Save Up to 40% on All Grasses, Legumes**

Midland region farmers will save up to 40% or even more on practically all grass and legume seeds they buy next spring.

Midland region farmers will save up to 40% or even more on practically all grass and legume seeds they buy next spring.

You can expect to save up to 40% on vernal alfalfa, ranger alfalfa, red clover, timothy and sweet clover seed.

You may be able to buy medium red clover for 50% less than you paid last spring, Milbrath said.

Some farmers already have booked their seed orders for next spring, according to Milbrath.

He warned farmers to watch not for "over-the-fence" salesmen who may be around with attractive price offers.

"Check with your cooperative before you buy any seed," Milbrath advised. "Your co-op will give you the best buy and you can be sure you'll get best quality seed."

Meanwhile, Northwest Co-op Mills, cooperatively owned seed processing plant in St. Paul, announced it is interested in buying timothy and medium red clover seed.

Growers should bring samples to their cooperative. Then the co-op will forward samples to Northwest Co-op Mills.

## Co-ops Will Get More Plant Food

Cooperatives will take the entire output of a new \$16 million ammonia plant in Minnesota.

St. Paul Ammonia Products, Inc. announced that the new plant will produce 100,000 tons of ammonia annually.

The first spadeful of earth at ground breaking ceremonies Sept. 7.

Huge earth-moving machines then started digging for foundations to the plant.

When the plant is completed in about 16 months, its entire production of anhydrous ammonia, ammonium nitrate and nitrogen solutions will be taken by Central Farmers Fertilizer Co. (CFFC).

The co-op is owned by 15 state and regional cooperatives, including Midland Cooperatives, Inc. General Manager A. J. Smaby of Midland is a CFFC board member.

## Headlines of the Week

U.S. SEEN READ READ  
P- 11 8 27  
H- 7 3 16

### Conditioned for Capture

The armed forces are hardening servicemen against "brain washing" and other forms of abuse in case they should be captured by an enemy. They get prolonged questioning, long marches, starvation and some torture so they know what to expect. But the pressures are turned on under the watchful eyes of doctors and psychologists.

### Adenauer Visits Moscow

Chancellor Konrad Adenauer of West Germany and many members of his government traveled to Russia by special railroad car last week to discuss problems of German unity.

### Pacific States Fight Fire

Fire fighters in Oregon and California battled in half a dozen

## Districts Grow to Handle Record Number of Kids

By BILL SELDEN

Record numbers of children are packing into schools this fall. And they're attending fewer schools in larger districts, a Midland Cooperator survey showed last week.

Busers are bringing youngsters from their homes to schools up to 50 miles away. More teachers are handling pupils in only one or two grades instead of eight or even 12. School boards are deciding matters that affect hundreds of families instead of a handful.

It's all part of a shift to larger school districts in the Midland region. State laws encourage the trend. And farm and village people are considering forming even larger districts so their schools will have more money in work with and give more service to their children.

Here's what the survey shows is happening in Iowa, Wisconsin and Minnesota:

**IN IOWA**, about 500 districts which operated one-room schools have joined with larger districts since 1951.

About 2,900 ungraded or "one-room" districts still operate in the state, according to John Schultz, reorganization consultant for the Iowa Dept. of Public Instruction.

But 1,676 of these ungraded districts don't operate schools, Schultz says. They collect school taxes but send their children in other districts.

Back in 1951 Iowa had about 4,800 school districts. In July of this year the state had 4,142 dis-

trict. The number of districts has decreased by 758 since 1951. The number of pupils in the state has increased by 186,000. The number of pupils in the state has increased by 186,000.

## 20,000 Expected at Minnesota Plowville

More than 20,000 people are expected to see modern soil conservation techniques in use at Mankato, Sept. 16-17, 18, in the event of a drought.

This year's Plowville will be held on Trosvik brothers farm, four miles north of Rothsay, Minn.

### READ THIS TOO

FARMERS ARE HIT IN PRICE SQUEEZE

U.S. SEEN READ READ  
P- 11 3 12  
H- 2 2 2

HOW NEW OIL WAS PROVED IN LAB

Citizens' committees have tackled the school problem in many Iowa counties, Schultz says. They study the number and size of districts in the county. Then they recommend action to the county board of education. The board calls for elections so citizens can vote on whether they want to reorganize into larger districts.

(Continued on Page 4)

start inspecting demonstrations in the site bright and early morning. But first event will be the elimination of plowing contests and safety judging at 10 a.m.

Contour plowing eliminations will be at 1 p.m. Queen of the Furrow tractor driving contest will start at the same time.

A banquet at 6 p.m. in Pelican Rapids will honor the Trosviks. Queen of the Furrow contestants and plowing match contestants. The banquet is sponsored by cooperatives in the community.

Highlight of the Saturday program will be a speech at 1 p.m. by Earl A. Butz, assistant secretary of agriculture. The talk will be broadcast over radio stations.

(Continued on Page 12)



## CO-OPS CAN HELP FARMERS—

# Factory Profits Go Up As Farm Squeeze Holds

By DON KELSEY

**THE MOST SERIOUS** problem facing farmers today is the "cost-price squeeze."

Manufacturers and market middlemen are powerful enough to keep their earnings up, but not the farmer.

The hanker keeps his interest rates up, too, and many workers can keep their wages rising by labor union hargaining. Doctors and lawyers' fees increase, but not prices that farmers charge.

What is the "cost-price squeeze?"

The "cost-price squeeze" is what happens to you when your income isn't enough to pay interest on the capital you had to borrow to, operate your farm—when prices on things you buy are kept high and those on things you sell are low.

Government records show that situation now exists. Prices received by farmers, as measured by parity indexes, today stand at 243, which is off 70 points from the high in 1951. But the index of prices farmers pay stands at 282, or just about where it was in 1951.

That is proof that you are getting less for what you produce on your farm, but your costs are as much as ever.

Manufacturers keep their prices up. Their net profits during the first quarter of 1955 were up \$3.3 billion—or 29% above those of the first quarter of 1954.

Industrial laborers belong to strong unions and protect their wages. The index of factory wages is up 104 points over that of 1951.

and the Inci fact chit you more. The n k middleman has to have his t too.

How can farmers protect themselves in this squeeze? The answer is through cooperation.

A farmer co-op is the means by which farmers join together to



market their crops and buy their supplies.

The marketing co-op assures its farmer member a market for all his crop, not just the best part. It assures a fair price with no excessive fees for one or more middlemen.

The supply co-op likewise enables its farmer members to purchase the supplies and equipment they need in the quality they want at a fair price. Many farmers joined together in a cooperative business can buy in quantities at much better prices than single farmers can get buying individually.

A co-op member never has to worry about whether most of his

profits are being eaten up in middlemen's fees. His own co-op organization is looking after his interests and its books are always open to him.

Co-ops give farmers additional bargaining power that helps to offset the advantages manufacturers, labor, and market middlemen have.

Suppose, for example, an individual farmer says to a milk products manufacturer: "I won't deliver my milk to you because the price you offer is too low."

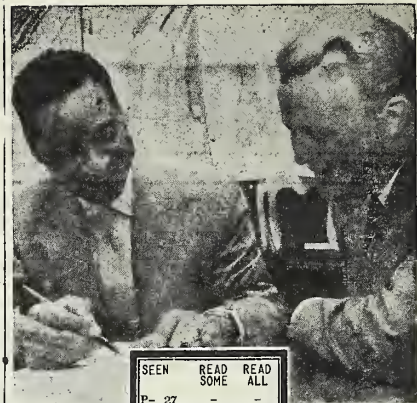
Would this make the manufacturer offer the farmer a better price? On the contrary. He probably would say:

"All right, buddy. Keep your milk and feed it to your pigs."

But if this farmer belongs to a dairy cooperative hargaining association that represents most of the producers supplying the manufacturer, the answer is likely to be different. The association has the power an individual farmer never has.

Farm supply co-ops enjoy this same kind of bargaining power by placing large orders with manufacturers or market middlemen who will give the best prices, quality, and service.

The co-op can give or withhold a single order for perhaps a million dollars worth of fertilizer, feed, or other items needed by its members. This ability to buy or to refuse to buy from a given supplier makes the co-op a powerful hargaining agent even in this day of large-scale business transactions.



HE'S TRIP TO AFRICA

Thomas Monson, left, pianist, is trip to Nigeria with Hans Thunell of CARE and American Travel Ass'n, a cooperative travel firm.

## Group Health Exchanges Employ with Africans

The first American worker to go overseas program to exchange employees left Minneapolis for Nigeria.

He is Thomas Monson of the public relations staff of Group Health Mutual, St. Paul.

Monson will advise and consult with Nigerian Cooperative Supply Ass'n, Ltd. at Lagos, Nigeria. He will work on education, insurance and credit unions.

The exchange worker from Nigeria will be chosen after Monson arrives there.

The exchange is part of the pro-

national Cooperative as arranged by Geo. Group Health gen- and Oladipo Bayete, the Nigerian co-op.

They changed to meet in Copenhagen, Denmark, and agreed to the plan there.

Monson has been with Group Health since 1947, in accounting and public relations. He is a native of Louisiana and graduate of Xavier university with a degree in education.

He will visit European cooperatives for three weeks before reporting to his new assignment in Africa.

SEEN	READ SOME	READ ALL
P- 8	3	7
H- 2	2	7

## EDITORIALS—

## Hells Canyon

**MEN** who control America's money and men who could control its electric energy.

The power battle has been shaping up to the fact of the future. Treasury, and the power of large insurance companies, whose investments also greatly affect interest rates—the price you pay for money.

Cooperatives are doing something to balance out the power of a big business in the insurance field. They're building their own insurance companies, gaining ground each year.

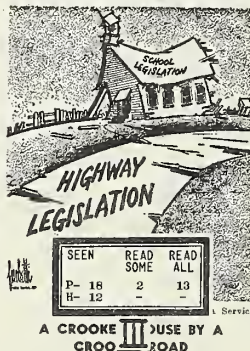
The power battle has been shaping for a long time. The skirmishes are over who will control water power sites; who will gain control of atomic fusion and fission processes, and who will win monopoly over distribution in various regions of the country.

The Hells Canyon fight should be fitted into that perspective. It's part of the long battle for control of a power source—falling water of the Snake river, in this case.

We offer you the third article today in a series by David Angeline of Cooperative News Service. He is digging out some details of the Hells Canyon dispute which receive little attention in most newspapers of this region.

The article is longer than usual. But it's worth your attention—all the way to the end.

Angeline's article, like the two before it and others to come, will help you decide what you think is the best way to develop Hells Canyon.



## Cash for New Schools

**SCHOOLS OPEN.** But for thousands of youngsters, school will be a fortunate experience this year.

There isn't room for all the children who need to get to school.

Nationally, we're trying to solve the problem by building more school buildings and training more teachers.

Local school districts have combined tax resources to help meet the need for better schools. Some states have revised their methods of helping local schools with tax money. And there have been several plans for sending some federal taxes back to the states.

Some people—like our guest cartoonist today—feel the federal government has spent too much time talking about building highways and not enough about building schools.

That may be. But critics of the emphasis on roads instead of on schools

## Why Some Co-ops Grow

**DO YOU WONDER WHY** some cooperatives seem to grow and others limp along?

Do you gasp when you see a group of farmers and some neighbors in town—

Did more than \$1 million business in their own private enterprise last year,

Saved money while they added to their facilities,

Provided themselves top-quality products at going market prices,

Had service tailored to their needs,

Kept money in town and,

Paid all the taxes that every other

SEEN	READ SOME	READ ALL
P- 8	4	18
H- 7	2	2

to the town paid—on the same at the same rates?

stand in admiration of such operations? Just there is no reason that there could not be dozens and dozens of such cooperatives in the Midland region.

The spirit of the members who own such operations is part of the story of their success. And we learned more by visiting the newspaper man, from town who attended to report the proceedings of such a cooperative.

His comments included: "This is a highly respected member of the community, this cooperative. Its management takes part in all the community events. Its members are enthusiastic people. It's a well-run business. And it serves the community well."

We guess that there's more than just good spirit and an attitude of service behind cooperative success. The good ones provide top quality products at real savings by refunding excess prices to patrons. And they lead in service to patrons.

But we know from visiting dozens of communities that every strong and growing cooperative has marked its progress with real community service.

## MIDLAND COOPERATOR

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# Headlines of the Week

**SEEN READ READ SOME ALL**  
P- 6 7 16  
H- 7 2 8

prolonged dry spell made forests tinder dry. Many people have been driven from their homes by the fires.

## Employment, Income Boom

More than 65.48 million persons are working in the U. S. and only 3.3% of our workers are unemployed. Personal income is at a record height and private building and installment credit are setting all-time records. On the other hand, farm income fell 2% last month, and unsold automobiles are piling up on the market.

## Palestine Peace Sought

U. S., Britain and France have asked Israel and Egypt both to appoint representatives to meet with the UN Palestine trusteeship supervisors. They want to end fighting along the border of the two countries that has killed or injured nearly 100 men in the past few weeks.

## Cyprus Talks Deadlocked

Britain, Turkey and Greece are unable to agree on the future of the disputed eastern Mediterranean island of Cyprus. Turkish and Greek residents of the island disagree on what its future shall be. The island belonged to Turkey before World War I and is now a British territory.

**SEEN READ READ SOME ALL**  
P- 5 7 16  
H- 7 2 8

several planes are used in Antarctica. They will make advance studies for series of observations and explorations during 1957-58 in which scientists of all nations will take part. A U. S. navy expedition is leaving for Little America in Antarctica Nov. 1.

## Defense Cut Denied

The defense department said that it will economize in all possible ways but does not plan to cut a billion dollars from its budget this year. Early last week it was reported that severe cuts would be made in armed forces spending, mostly in the air force to help meet a \$1.7 billion anticipated budget deficit.

# Hells Canyon Power Would Cost Less

By DAVID ANGEVINE  
Cooperative News Service

**THE WILD Snake river** rushes between Oregon and Idaho to join the Columbia.

It has gnawed away granite to form a gorge 7,000 feet deep and almost 100 miles long.

That canyon is Hells Canyon, vast, wild and remote.

How can Hells Canyon best be harnessed to serve man?

First among its resources is falling water—which could make great quantities of electricity. Federal agencies propose a high dam to generate 646,000 kilowatts of prime power. It would add another 278,000 kilowatts to the prime capacity of downstream dams. These 924,000 kilowatts would cost \$388,570,000.

Instead, Idaho Power Co. proposes to build three smaller dams. They would make 505,000 kilowatts of prime power, with no downstream benefits, and cost \$191,328,000.

William J. Costello, a Federal Power Commission examiner, listened to arguments for the rival plans for 17 months. He took another five months to make his decision.

Power from the high dam, he said, will cost 2.75 mills a kilowatt hour. Power from the three smaller dams will cost 6.69 mills a kilowatt hour—almost 2½ times as much.

These costs include everything—interest, principal payments, operating expenses, depreciation over 50 years, taxes, and dividends to stockholders.

There are several reasons why the Idaho Power Co. plan will make electricity cost more. We'll go into them in a moment.

The difference between 2.75-mill power also makes the difference between using all the area's resources or wasting some.

Look what this means in phosphate, a much needed farm fertilizer in the Middle West.

Costello found that 60% of the nation's phosphate deposits lie in and around southeastern Idaho. High-cost power won't turn that rock into fertilizer. Producers will continue to tap only the richest phosphate rock veins, leave much mineral as waste and reduce the rock with sulphuric acid.

With cheap power, they can afford

vast, new electric furnaces to exploit phosphate underground. Two groups of phosphate deposits.

The manager of one, G. W. Bunting of Central Farmers Fertilizer Co., has figured what cheap power means in fertilizer prices.

"Each one-mill drop in power costs cuts the price of concentrated phosphate fertilizer \$2.75 a ton," Bunting found.

His figures mean that farmers in the Midland region could save more than \$8 a ton on phosphate fertilizer made from Hells Canyon power compared with the same product made from Idaho Power Co. power.

Cheap power also means more jobs—men to build the furnaces, install them, operate them. It means more investment in plants and railroads and housing.

What is true of phosphate is true of other resources in the area—aluminum, titanium, magnesium, zinc, silicon.

With cheap power, business grows. Communities thrive. Trade develops. Families prosper in a land of economic opportunity.

But if Idaho Power Co. plans to invest only \$378 per kilowatt of prime power capacity and the high federal dam would cost \$420 per kilowatt, why will the private

**SEEN READ READ SOME ALL**  
P- 15 4 19  
H- 7 1 9

2½ times as high?

The government can borrow money cheaper than private utilities can. This cuts the original cost of capital.

A private utility doesn't retire its invested capital. Co-ops and public utilities do. The people who invest in a private utility generally don't want their money back right away. They leave it there drawing dividends. This means a continuing, high capital cost.

Other utilities—TVA, power co-

## FPC IS ASKED TO RECONSIDER

Cooperatives, public districts, and ask Sep whi the in

**SEEN READ READ SOME ALL**  
P- 7 4 15  
H- 2 2 2

If FPC refuses, the groups plan to ask a U. S. court to review the case.

National Rural Electric Cooperative Ass'n joined the petition. It said FPC had used "arbitrary and capricious judgment," and "abused its discretion."

operatives, municipal utilities, public utility districts—have only a small sum of invested capital. They pay off their bonds and loans as fast as possible. Their capital cost constantly decreases.

Both these factors—lower first cost of capital and steady reduction in capital—make a lot of difference in the cost of electricity over the 50-year life of a power dam.

Idaho Power Co. says it will pay \$9,750,000 a year in federal, state, and local taxes on the three dams. The high federal dam in Hells Canyon would pay no taxes. The direct tax cost on Hells Canyon dam would be less and would lower the cost of making power.

However, the high dam and cheap power will generate new tax sources, cheap power will create many new industries, jobs, homes, and communities that the three low dams, with their high-cost power, would not.

Thus, Hells Canyon dam would create a wholly new tax base. The new activities would pay \$30,000,000 a year in federal taxes alone, Public Affairs Institute estimates.

Private utilities include a 6%-or-more profit in their rates. This adds to the cost of private power. Public power does not

(Continued on Page 10)

No principal ...  
but a principle ...  
runs this kindergarten



It's a cooperative kindergarten ... run on cooperative principles. It all started when a group of mothers in a midwestern city discovered that their school district had no kindergarten. Private nursery schools were beyond their means, so they pooled their resources, bought a building, and hired a teacher. Through their cooperation, they provided the money for the kindergarten. Through their cooperation, they provided the money for the kindergarten. Through their cooperation, they provided the money for the kindergarten.

© 1955, Co-op Adv. Council

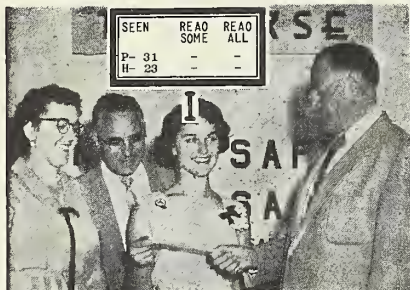
People working together



to serve their own needs







—Minnesota Institute of Agriculture Photo by Harry Johnson

#### 4-H SAFETY SLOGAN CONTEST WINNERS GET AWARDS

[illegible]

SEEN	READ SOME	READ ALL
P- 8	1	15
H- 5	9	9

is in behalf of the  
rative Wholesale,  
Inc., Minneapolis.  
pense-paid trip to  
Chicago Oct. 17-21

## New Pork Carcass Grades Put Premium on Lean Hogs

New federal bar-  
carcass grades can m  
three dollars or more  
weight at market  
change to meat-type  
ing to H. L. Self, University o  
Wisconsin swine specialist.

Self lists three reasons for this:

• Meaty hogs will grade higher under new grades. Some buyers are already paying as much as one dollar per hundredweight more for the meatier hogs, and that price differential may become even greater.

● **Meat-type hogs reach market weight faster**—between two and three weeks earlier than the fatter hogs. After the market peak, this two weeks difference could mean as much as a dollar per hundredweight more for the fast gaining hogs which are marketed earlier.

● **Meaty hogs make better gains on less feed.** For example, in one test, they required about \$1.24 less

SEEN	READ SOME	READ ALL
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H- 3	-	13

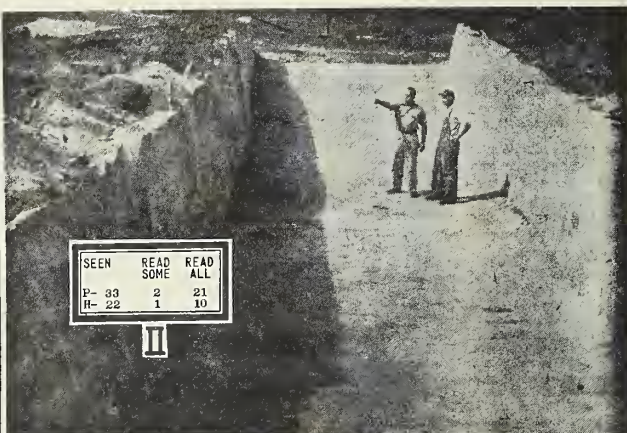
100 pounds of gain  
-type hogs.

**I**ve less muscle. Self says the U-grade hogs not only have less fat but also have heavy muscling in the bams and loins.

The grades are now U.S. No. 1, U.S. No. 2, U.S. No. 3, and Medium. The former names were Choice No. 1, 2, 3, and Medium.

The U.S. No. 1, 2, and 3 carcasses will each have .2 inches less fatback than was previously required respectively for Choice No. 1, 2, and 3. The medium grade has been changed from a range of 1.1-1.5 inches to 1.0-1.3 inches fatback.

Self says that several packers have been using grade standards similar to the new ones for some time, but up to now, most market bogs have been sold primarily on a weight basis.



11

**THIS TRENCH SILO WILL STORE 100 TONS OF CORN SILAGE**

Bill Gabenz, Little Falls dairy farmer, right, discusses some of the details of construction of his new trench silo with Rag Reipke, manager of the Morrison County Co-op Ass'n, Little Falls. Gabenz used about 200 sacks of cement in the 14 x 100-foot structure. He filled it with chopped corn last week.

—Cooperator Photo by Verne Nis

—Cooperator Photo by Verne Niles.

## Little Falls Farmer Builds Trench Silo for Improved Fodder Storage

Report and Photo  
By VERNE NIES

Bill Gablenz, Little Falls dairy farmer, is going to have plenty of silage this year.

He just completed a new concrete-lined trench silo 100 feet long and 14 feet wide. Last week he started spreading chopped corn over the bottom of the silo with a pair of specially-constructed wagons.

A tractor driven along the silo packed the layers of silage.

When the silo is filled and covered with straw, Gablenz estimates, he should have about 100 tons of excellent silage.

Add that to the 100 tons of green oat silage which he has stored in his two conventional silos, and he will have plenty of feed for the 40 registered Holsteins he is milking and the 40 head of young stock he keeps on the place.

Gablenz used the trench silo last year, but it had no lining. He figured that it was worth while, so this summer in his spare time, he poured two concrete walls seven

feet floc	SEEN	READ SOME	READ ALL
I	P- 3	4	38
WOM	H- -	3	21

back the sand (The outside

That way, be lades of

tion could be poured at once the two insides braced each other. The metal sheets were pulled out the outside as the concrete set in, allowing the sand to flow against the wet concrete.

When the concrete hardened inside forms were jacked up enough to clear the tapered a little and then moved ahead on rollers. A new section was poured and the process was repeated.

Gablenz paved the bottom of the hole with boulders and poured concrete over them for a base. About 200 bags of cement were used in the structure.

Gahlenz won an American Farmer award in the Future Farmers 14 years ago, and has been doing top-notch farming since. He has 840 acres which

retates in corn, oats, hay and pasture. This year he has been feeding chopped corn in one of his pastures to supplement the grass diet for his herd.

He was one of the first four farmers in the Little Falls community to get a grade "A" rating on his dairy establishment. Gablenz supplies milk to the cooperative creamery in Little Falls.



SEEN	READ SOME	READ ALL
P- 8	1	17
H- 2	-	19

"I thought you were supposed to keep your eye on the ball."

# It's Midland's Annual DRUM LOT OIL SALE!



SEEN	READ SOME	READ ALL
P- 14	2	7
H- 10	-	-

TIMED JUST RIGHT to help you get the most out of your supplies of MIDLAND motor oils and greases for **TRUCKS** and other field work!

Talk over your **BULK QUANTITY** **IV** now with the MIDLAND Tank Wagon Driver. Let him help you figure out how to get the full advantage of the special discounts and other benefits of Midland's Annual DRUM LOT OIL SALE! Ask about MIDCO Multigrade motor oil!

- Full price protection on all items ordered
- Convenient delivery and payment arrangements

• Full selection of handy container sizes—drums, pails, cans or cases

## Phone Today For It



## Tankwagon Service

SEEN	READ SOME	READ ALL
P- 11	2	7
H- 2	-	-



## CLASS VI PAGE

September 12, 1955

MIDLAND COOPERATOR

Page 5

# You Harm Your Child By Making His Decisions

"Children are so nice at this age, I just hate to have them grow up!"

You frequently hear parents make this remark. And a symptom of what I call the Minnesota child psychosis, "Peter Pan complex."

Such parents, according to University child welfare workers, generally feel that youngsters have to face the world all too soon and that it's better to protect them from some of life's realities.

They forget that growing up is a gradual process, not something a child accomplishes overnight at an age between 18 and 21.

You are fairer to your youngsters if you help them to grow up.

Start them young. Little children like to help dress and feed themselves. Maybe you can hardly endure the mess of the first feeding. And you always become impatient as little fingers fumble with unfamiliar buttons. But if you don't discourage these interests when they are first displayed, a

child may decide to let the adults feed and dress him.

Allow children to make their own choices and decisions because of independence.

Children like to do two things. Help the choice, no matter the decision may be.

By the time they are adolescents, if they have had increasing responsibilities, they will be making most of their own decisions.

Let the child accept responsibility for his own behavior.

A father let his 10-year-old son repair a neighbor's smashed window after he had broken it with a wild toss of a baseball. The father could have fixed it but the boy would have learned little.

There are many ways you can help your children grow up. You can let them earn money and plan how to spend it. Permit them to visit away from home. Encourage them to take part in group activities and to plan their use of their own leisure time.

## Chlordane Heads Off Insect Invaders

Chlordane applied in house will keep out guests this fall.

Many insect pests box elder bugs and move into houses late in the summer or early in the fall in search of hibernation quarters.

A thorough application of chlordane around the foundation, around basement windows and on the soil surface next to the foundation, will keep them out.

Lofgren, Extension biologist at South Dakota College, recommends a dust or two per cent

the job. He suggests using the wettable powder for sprays rather than an oil base preparation since the oil base mixture can cause some injury to plants.

One thorough treatment will provide an effective barrier against pests seeking winter shelter.

## RADIO-TV PROGRAMS

Brought to You By Your Local

MIDLAND Cooperative RADIO

Monday

Albert Lea, Minn.—KATE, 1450—7:05 A.M.  
Crookston, Minn.—KROX, 1260—6:40 A.M. and 8:00 A.M.  
Madison, Wis.—WKOW, 1070—8:55 A.M.  
Thief River Falls, Minn.—KTRF, 1230—12:15 P.M.

Tuesday

Albert Lea, Minn.—KATE, 1450—7:05 A.M.  
Crookston, Minn.—KROX, 1260—6:40 A.M.  
Eau Claire, Wis.—WEAU, 790—6:00 A.M.  
Madison, Wis.—WKOW, 1070—5:55 A.M.  
Mason City, Iowa—KGLO, 1300—6:45 A.M.  
Milwaukee, Wis.—WTMJ, 620—6:00 A.M.  
Minneapolis, Minn.—WCCO, 830—5:55 A.M.  
Thief River Falls, Minn.—WTRF, 1230—12:15 P.M.

Wednesday

Albert Lea, Minn.—KATE, 1450—7:05 A.M.  
Crookston, Minn.—KROX, 1260—6:40 A.M. and 8:00 A.M.  
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Milwaukee, Wis.—WTMJ, 620—6:00 A.M.  
Minneapolis, Minn.—WCCO, 830—5:55 A.M.

Thursday

Albert Lea, Minn.—KATE, 1450—7:05 A.M.  
Crookston, Minn.—KROX, 1260—6:40 A.M. and 8:00 A.M.  
Madison, Wis.—WKOW, 1070—8:55 A.M.  
Thief River Falls, Minn.—WTRF, 1230—12:15 P.M.

Friday

Albert Lea, Minn.—KATE, 1450—7:05 A.M.  
Crookston, Minn.—KROX, 1260—6:40 A.M.

TV Monday  
Channel 7—9:30 P.M.

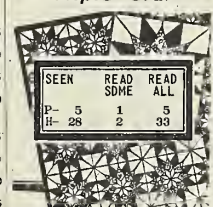
Tuesday  
Channel 7—9:30 P.M.—Weather.

Wednesday  
Channel 7—9:30 P.M.—Weather.

Thursday  
Channel 7—9:30 P.M.—Weather.

Friday  
Channel 7—9:30 P.M.—Weather.

### Triple Star



The popular star design is presented in a Triple Star version made to order for pieces from the scrap bag or new material. A print and two harmonizing plain colors, three shades of one color or three contrasting colors, all set together with white, are all possibilities for setting together this charming quilt. Complete cutting guides, directions and yardage requirements given.

C3380

## HOUSEHOLD HINTS

You will receive \$1 if your household hint appears in this column. Send your entries to Consumer Page, Midland Cooperator, 739 Johnson St. N.E., Minneapolis 13.

KEEP A BIT OF BEESWAX in your sewing basket so you can wax the end of the thread before trying to put it into the needle's eye.

YOU CAN SHORTEN cooking time for packaged pudding if you

add a little beeswax to the mix. Stir in the beeswax before cooking.

—Mrs. Lewis Epstein, Millston, Wis.

MAKE A DULL BLACK paint by thinning lampblack ground in linseed oil with turpentine.

FOUR BOTTLE CAPS fastened top down to a piece of wood make a fine fish scaler.

AFTER OILING your sewing machine, run it unthreaded on a blotter placed under the pressure foot to absorb extra oil. You can avoid spotting thread and fabric.

—Ruthanne Joens, Waverly, Iowa.

PUT A DRINKING STRAW in your youngster's lunch box along with his thermos. There's no chance of spilling milk from pouring if he drinks directly from the bottle with the straw.

SESAME SEED, also known as "Benec" or "Bene" seed has a pleasant, nutty flavor. Seeds are good sprinkled on cookies, rolls or biscuits before baking.

BRASS WILL LOOK BETTER, longer if you wax it after polishing.

PREVENT SCRATCHES when cutting roses by holding the stem with a slip-type clothes pin.

RESTORE FLUFFINESS to blankets by adding one tablespoon of glycerine to the rinse water for each pair of blankets.—Mrs. A. W. Meier, Hales Corners, Wis.

PHOTO HINT: Have you ever tried to record the changes in your children by photography? A woman we know photographed her two youngsters by the same gate post every year the day they started school. She pasted all the pictures on the same page of her album, where she had left plenty of space. When the grandchildren came home she had an interesting series to show them.

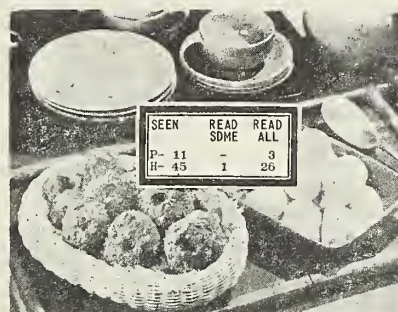
### Sunbonnet Girl



With a sprinkle here and a sprinkle there this little miss tends your garden every year. Of course, you must supply the water but everyone enjoys a "let's pretend." The full size pattern includes directions for making as well as color suggestions. Paint in bright or pastel colors.

C3383

## —Coffee, Ice Cream Treats—



Autumn is just around the corner, so you can expect that busy round of club meetings, card parties and informal visits among neighbors to start any time.

It's a good idea to be prepared.

A plate of these Cherry Winks makes a delicious and inviting accompaniment for a cup of coffee.

2 1/2 cups sifted flour  
1 teaspoon baking powder  
1/2 teaspoon baking soda  
1/2 teaspoon salt  
1 cup butter  
1 cup sugar  
2 eggs  
2 tablespoons milk

Sift together flour, baking powder, soda and salt. Blend butter and sugar; add eggs and beat well. Stir in milk and vanilla. Add sifted dry ingredients together with nuts, dates and cherries; mix well. Shape dough into balls, using 1 level tablespoon dough for each. Roll balls in corn flakes, crumbs; place on greased baking sheet. Top each cookie with 1/4 maraschino cherry. Bake in moderate oven (375° F.) about 12 minutes or until lightly browned.

Yield: 4 dozen cookies, about 2 inches in diameter.

### Launder Plasticized Coat

New cottons with special finishes that give them a crisp surface should not be put through the wringer. It causes wrinkles that can never be removed on "plasti-

### Pretty Cover-Up



HOW TO LOOK PRETTY on kitchen duty? Make this colorful cover-up! It's as bright as a sunny spring morning, with gay rickrack, appliqued posies. See that simple print the easy way.

C3385

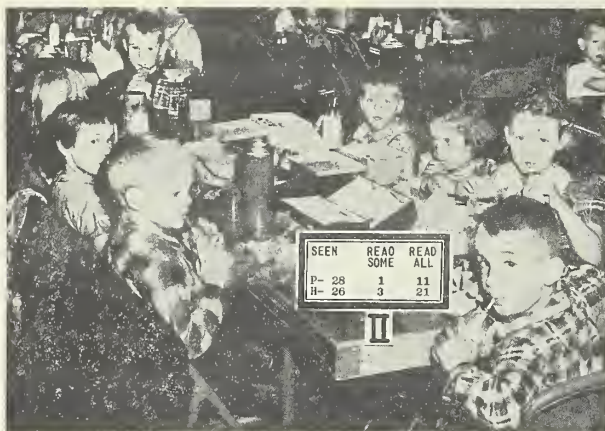
### Jumper! Dress!



WEAR IT with its own smart blouse or with other blouses and sweaters! Bare it for a gay day-dress. Perfect subtlety of line in the square neckline fitted bodice, his

C3386





SCHOOL CHILDREN AT OREGON, WIS., DRINK EXTRA MILK

Youngsters like these throughout the country of milk this year, converting surplus into may drink up to half a billion extra half-pints healthy bodies.

## Children Again Tackle Milk Surplus in School Program

Hundreds of thousands of Midland region youngsters went back to work last week on an assignment they tackled happily—to the help drink up the milk surplus.

The kids are shelling out a cent or two a day for a half pint of milk. The bargain is part of the new special school milk program of the U.S. Dept. of Agriculture.

In bigger cities like St. Paul children are paying three cents for a half-pint. In Minneapolis they are being given a full pint of milk with a 30-cent plate lunch.

Youngsters in some small country schools get their milk by the bottle out of vending machines. And in some places they can draw a cold fresh glass out of a dispenser.

"It makes a darn good drink," comments Andrew Taylor, who heads up the school lunch program for Minnesota.

The government pays schools

SEEN	READ SOME	READ ALL
P- 6	6	25
H- 5	7	28

lunch program to three cents for each half-pint to pupils.

About half of all school children in Minnesota drink milk under the program, says Taylor. Minnesota youngsters drank 50 million bottles of milk last year. They drank 19½ million bottles under the special school milk program.

Wisconsin youngsters drank 21 million half-pints more of milk last year as a result of the special program, "according to George Boerke, assistant supervisor of the school lunch program.

At least 230,000 Wisconsin youngsters will be getting milk in school this year. That's about 35% of the 600,000 Wisconsin school children.

Youngsters in smaller rural schools are having trouble getting milk. But school boards are putting in refrigerators or arranging for dairies to deliver during the day when the children take a milk break.

In Iowa, at least 170,000 of the state's 400,000 school children get milk under the special program, according to C. W. Bangs, school lunch supervisor.

Last year Iowa children drank 60% more milk—13½ million half-pints—as a result of the special program, Bangs said.

The special program was started late last winter to let school children drink up surplus milk. Congress was so impressed with the results that it provided more money to keep the program going.

Nationwide, school children last year drank 400 million extra bottles of milk under the plan, according to USDA. The government expects they will drink even more this year.

## Officials Start Up Salk Polio Program

Midland region health officials last week started to polio vaccine program after a summer of In Milwaukee county health officers rushed to give Gamma globulin to 100,000 children! The state was trying to halt a growing polio epidemic.

Last spring they turned down Salk vaccine in the confusion over vaccine from Cutter Laboratories which caused polio in some youngsters.

Dr. Carl Neuport, Wisconsin state health officer, said a large percentage of first and second graders now have had their first two shots. Not all parents of eligible children have taken advantage of the vac-

sin schools have de- because of the epi- Neuport said schools county, with the ficers rushed to give Gamma globulin to 100,000 children! The state was trying to halt a growing polio epidemic.

"The rural areas have accepted the vaccine program better than some of the city areas," Dr. Neuport said. "The Milwaukee area has been slow in getting started. Most eligible children in that area have received first shots only.

County officials in Iowa are giving the second shot to first and second graders this fall. First shots were given last May.

Dr. Edmund G. Zimmer, Iowa state health officer, said his state had fewer cases of polio this year than 1954.

Minnesota state health dept. announced last week it is shipping enough Salk vaccine to give second shots to first and second graders.

Dr. A. J. Chesley, executive officer, asked local officials to set up vaccination clinics again. They may not get set up again until next week or even later.

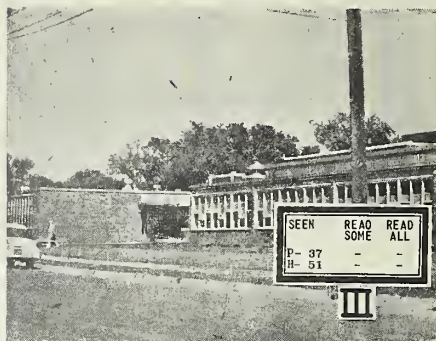
Minnesota will not release vaccine for third doses, Dr. Chesley said. Some doctors already have enough vaccine on hand to give second shots. More vaccine will not be released to them, he added.



SEEN	READ SOME	READ ALL
P- 13	2	15
H- 9	-	9

"Well, look at our family!"

SEE PAGE 19 FOR READER SCORE



## Hey, Kids!

Write To Uncle Walt Today and

You Can be a SMOKEY BEAR JUNIOR FOREST RANGER

I'll send you an official card from the chief of U.S.

Forest Ranger the force. You'll

get the code 19, tips on how

to prevent 19, tips on how

window at home.

You'll find the details in the small type at the top of Uncle Walt's column. That's on Page 8 today.

MIDLAND COOPERATOR

"Edited to Serve Its Readers"



IN V  
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SEEN	READ	READ
SOME	SOME	ALL
P- 21	1	14
H- 19	2	9



—Midland Cooperator Photos by Bill Selden.

## School Districts Growing ...

(Continued from Page 1)

WISCONSIN, nearly all non-operating school districts have joined with larger districts, according to A. Olson, supervisor of re-organization. The law required these districts which sent their children to a village or city district where they know the law of the non-operating districts.

Wisconsin children were served by 6,391 school districts in 1947, according to Olson. Now there are 4,250 districts, a drop of 1,141. In 1954 the state had only 4,290 school districts, a drop of more than 2,000.

Olson says that people have a very realistic attitude toward school districts. "In most instances they prefer to live in a village or city district where they know the law and will have much broader educational opportunities."

Olson, like Iowa, still worries about the number of school districts in the state. About 50% of the 425 school districts operating in Wisconsin last year had fewer than 10 pupils.

A recent Wisconsin law requires non-resident children who live outside the district—to pay full for their education.

The law has encouraged rural people to get into school districts in the larger districts where they can have a voice in school administration," Olson says.

Olson says that Wisconsin law encourages people to form school districts where their children can be offered the same facilities which include music, art, kindergarten and services. They receive more state aid if they offer more programs, according to Olson.

As a result many people in rural areas have been combining their high schools. Olson said residents in Luck, Balsam Lake, Milltown and Centuria, in eastern Wisconsin, are thinking of merging their

districts so that more pupils they will have more tax money to

improve services and be able to get more state aid money. With the trend to larger districts most children now ride to school on buses. The average school bus in Wisconsin makes a trip of about 27 miles.

More than 5% of all Wisconsin pupils ride 40 or more miles to school. About 9% of the pupils ride less than 20 miles. In Wisconsin, children are attending school in districts this fall than they did last year.

Olson says that the state has started its big push to cut down the number of school districts in 1947. That year the state had 6,391 districts. More than 7,000 were ungraded one-room schools.

This fall there are 4,261 districts, a drop of nearly 3,400, according to B. N. Hendrickson, school survey consultant.

Minnesota legislature in 1947 passed a reorganization act.

Minnesota still has 3,787 ungraded one-room schools even though about the same number have joined with other districts and gone out of business since 1947.

What have these school changes meant to rural people? In Chicago county, in east-central Minnesota, pupils went to schools in 49 districts back in 1947.

This year they'll attend schools in 10 districts. And Chicago county people may cut that number even more. In some parts of Minnesota children ride buses 50 miles each way to school. At Grygla in northwestern Minnesota youngsters ride into Goodrich to high school, 50 miles and an hour and a half away.

Are today's children getting more out of school because districts are larger? School specialists say yes.

More rural youngsters are attending high school and going on to college. They're taking subjects like cooking, sewing, shop, music and art.

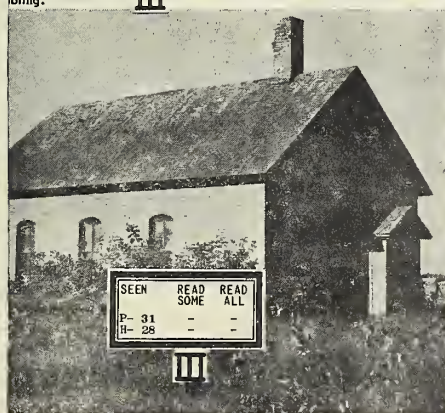
And they're more healthy, because the larger districts can afford to hire doctors and nurses to keep track of their physical condition.

The result: healthier, better-informed adults.

## ESE PHOTOS

Rush City, Minn., area. New addition to the old brick building, left, built in 1890. The Lawrence Schoefer family, left, built in 1890. The Lawrence Schoefer family, left, built in 1890.

SEEN	READ	READ
SOME	SOME	ALL
P- 7	5	14
H- 12	2	7



SEEN	READ	READ
SOME	SOME	ALL
P- 31	-	-
H- 28	-	-

## Order Now!

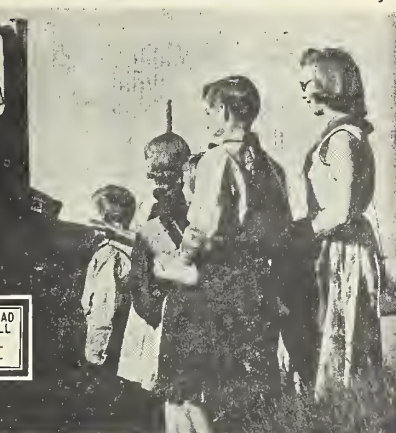


### CO-OP Corn Crib

- Easily assembled

SEEN	READ	READ
SOME	SOME	ALL
P- 8	2	5
H- 9	-	2

of your Midland Cooperator



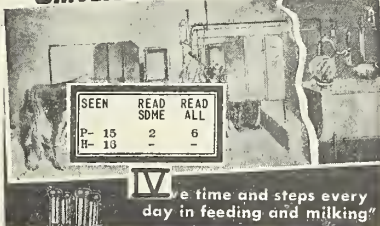
SEEN	READ	READ
SOME	SOME	ALL
P- 37	-	-
H- 40	-	-



SEEN	READ	READ
SOME	SOME	ALL
P- 34	-	-
H- 40	-	-

Here's what Carl Boehmke, Rushford, Minn. found when he MODERNIZED with a

### Universal Walk-Thru SANITARY PIPELINE MILKING SYSTEM



SEEN	READ	READ
SOME	SOME	ALL
P- 15	2	6
H- 13	-	-

Save time and steps every day in feeding and milking"

- "2 men milk 4 cows while preparing 4 more."

- "Cows get more eating time without slowing milking time."

- "Automatic feeding convenient, fast and costs way less."

- "Place mechanical washing is a great time saver, produces lower bacteria milk."

Calf-Nose induction with exclusive off-center opening prevents creeping and lock; saves stepping

Calf-Nose stables balanced claw for milking of all quarters

Famous UNIVERSAL dependable palator.

SEEN	READ	READ
SOME	SOME	ALL
P- 7	2	8
H- 12	-	5

Place mechanical washing is a great time saver, produces lower bacteria milk."

### MAIL THIS COUPON FOR INFORMATION

For Farm & Home Supplies Dept. 9-12  
Midland Cooperatives, Inc.  
739 Johnson St. N.E., Minneapolis 13, Minn.

Please send me the layout and operation details for the following Universal milking systems:

SEEN	READ	READ
SOME	SOME	ALL
P- 6	2	8
H- 12	-	2

Name \_\_\_\_\_

Address \_\_\_\_\_







# Trefoil Produces Top-notch Hay, Pasture, Clarissa Farmer Learns

Report and Photo  
By VERNE NIES

Robert Anderson, who farms just south of Clarissa, Minn., is convinced that birdsfoot trefoil will do a job on his farm.

He plans to plant the legume on pasture hillside on his 240 acres and in other places where normal cultivation is difficult.

He knows that it may take a while for the grass to "take hold" but once it does, he will get fine hay and excellent late summer pasture.

The crop will be drought resistant, and can produce up to 100 pounds of seed to the acre. Wherever he has a good stand of trefoil the weeds will die out. The tightly-knit roots will crowd out every other plant.

Anderson wasn't always so convinced. He found out he could use the grass by experimenting. He

planted a three-acre field to the

gr d a  
P- 6 3 19  
H- 6 - 6

he had also sown with the trefoil.

Last year there wasn't much trefoil and not much clover either, but there was still hay from timothy and other grasses that had seeded themselves.

This year, the trefoil really grew. Anderson cut four tons of hay the first cutting, and he plans to harvest a supply of seeds for his new plantings, too.

He can count on good hay and pasture from the plot for years.

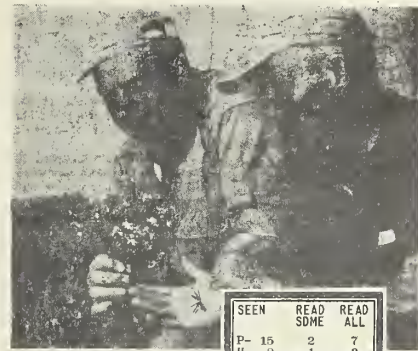
Keith Sommerfeld, Midland Cooperatives, Inc., feed, seed and fertilizer merchandising specialist, explained that trefoil is not a new grass. It originated in Europe and has been grown in the United

States for perhaps 50 years. In the past 20 years, trefoil has become popular along both the Atlantic and Pacific coasts. It is relatively new to the Midland region.

The legume is difficult to start, as Anderson learned. The tiny seeds require a good seed bed, and often a special soil inoculant is needed. High potash fertilizers are best for it.

Anderson each spring spreads manure on his trefoil. The tough sod, he explained, will support the spreader when other ground is too soft for machinery.

Anderson bought the trefoil seed from the feed department of the Clarissa (Minn.) Cooperative Creamery. But has "sold" Feed Department Manager Oscar Nelson on trefoil. Nelson is going to plant the grass on some of the rough ground on his farm.



FLOWERS AND SEED PODS

Robert Anderson, right, holds the characteristic "birdsfoot" seed pod of birdsfoot trefoil, while Art H. Lund, warehouse foreman for the Clarissa Cooperative Creamery feed department, holds a handful of the yellow-blossomed stems.

SEEN	READ	READ
SOME	SOME	ALL
P- 15	2	7
H- 8	1	3

## FARMERS' DEBT CONTINUES RISE

Farm mortgage debt keeps on rising and by the year's end may total \$9 billion, says USDA. That was last year, this year, and the year after.

SEEN	READ	READ
SOME	SOME	ALL
P- 2	1	22
H- 2	2	2

DON'T MISS YOUR ANNUAL MEETING

SEEN	READ	READ
SOME	SOME	ALL
P- 5	2	11
H- -	-	5

Wednesday, Sept. 14

SEEN	READ	READ
SOME	SOME	ALL
P- 5	2	11
H- -	-	5

Friday, Oct. 21

SEEN	READ	READ
SOME	SOME	ALL
P- 5	2	11
H- 2	-	12

Monday, Oct. 31

SEEN	READ	READ
SOME	SOME	ALL
P- 5	2	11
H- 2	-	12

Tuesday, Nov. 1

SEEN	READ	READ
SOME	SOME	ALL
P- 5	2	11
H- 2	-	12

Wednesday, Nov. 2

SEEN	READ	READ
SOME	SOME	ALL
P- 5	2	11
H- 2	-	12

Thursday, Nov. 3

SEEN	READ	READ
SOME	SOME	ALL
P- 5	2	11
H- 2	-	12

Friday, Nov. 4

SEEN	READ	READ
SOME	SOME	ALL
P- 5	2	11
H- 2	-	12

## Chagnon Named Community Service Man

Ray Chagnon, of Eau Claire, Wis., has joined the public relations as a community service man.

As an employee of the Farm Security Administration in the 1940's, Chagnon helped organize co-operatives. He is a member of the Eau Claire Consumers Cooperative.

In his work with Group Health, Chagnon's first assignment is to organize community meetings of Group Health members and to set up community Group Health councils. He will work in Minnesota and Wisconsin.

Chagnon

Chagnon

## MINNESOTA LOSES PEOPLE

Minnesota loses people

SEEN	READ	READ
SOME	SOME	ALL
P- 5	2	12
H- 2	-	-

show.

## CLASSIFIED ADVERTISING

RATES Each word: 13c one time; 11c each time for three consecutive insertions; 10c each time for six or more times. One-third discount to cooperatives and subscribers for non-commercial ads. Address label from the Cooperator must be enclosed for discount. Minimum \$1. Send check with ad. Deadline: Wednesday noon.

## FOR SALE

POSTHOLE DIGGER FOR FORD, Ferguson tractors. Revolutionary design, no gears to break nor shear pins. Lower cost. FREE folder. "RAPIDIGGER", 2433 11th Ave. S., Minneapolis, Minn.

PUREBRED MILKING SHORT-horn bull calf sired by a half brother of the 1954 National Champion and son of the 1950 National Champion with records up to 15,860-755. Also for sale, older bulls and better calves. Laverne Neisius, Thorp, Wis.

MAJESTIC DUAL OVEN range. Cooks and bakes with two fuels. Keeps your kitchen warm in winter and cool in summer. Regular price \$395.00, now \$249.00. P. G. Wall, Mountain Lake, Minnesota.

PHOTO FINISH TWO "EVERBRITE" from each negative 50¢, including choice of two plain or framed color. Reprints, 3c each. Photo Finishers, Box 1122, Minneapolis, Minnesota.

THE PHOTO MILL 50¢ exposure roll, 1 Jumbo each 50¢ 12 exposure roll, 1 Jumbo each 50¢ Plus valuable coupon good on your next order. Write for complete prices and mailing.

THE PHOTO MILL Box 149-C, Minneapolis 2, Minn.

OLD COINS WANTED WE PURCHASE INDIANHEAD Pennies. Complete coin catalogue, 25c. Magnacoin, Box 61-A, Whitestone 67, New York.

# SALE

## AMERICA'S OUTSTANDING PASSENGER TIRE

### CO-OP. DIRECTOR

Regular or Tubeless Rayon or Nylon

6.70 x 15 4-Ply Rayon \$19.95

6.70 x 15 4-Ply Rayon with recappable trade-in \$16.90

6.70 x 15 4-Ply \$14.95

at your MIDLAND cooperative

SEEN	READ	READ
SOME	SOME	ALL
P- 13	1	6
H- 3	-	-

SEEN	READ	READ
SOME	SOME	ALL
P- 5	2	11
H- -	-	5

SEEN	READ	READ
SOME	SOME	ALL
P- 9	2	8
H- 2	-	-

SEEN	READ	READ
SOME	SOME	ALL
P- 6	3	19
H- 6	-	6

SEEN	READ	READ
SOME	SOME	ALL
P- 15	2	7
H- 8	1	3

SEEN	READ	READ
SOME	SOME	ALL
P- 5	2	11
H- -	-	5

SEEN	READ	READ
SOME	SOME	ALL
P- 9	2	8
H- 2	-	-

SEEN	READ	READ
SOME	SOME	ALL
P- 5	2	11
H- 2	-	12

SEEN	READ	READ
SOME	SOME	ALL
P- 5	2	11
H- 2	-	12

TALK ABOUT A BARGAIN—this is it! Because of the fast-growing acceptance of the new DIRECTOR tubeless and regular tires, we are reducing our inventory on the CO-OP "Deluxe Cushion". Prices are cut accordingly... it's a high quality level 1 "LIFE-OF-TRE" in buy! A high quality level 1 "LIFE-OF-TRE" by the Midland

CO-OP "Deluxe Cushion"

6.70 x 15 4-Ply \$14.95

\*With recappable trade-in.

Get set for good fall driving... drive in today for any tire service or tire replacement you need!

at your MIDLAND cooperative



## Power Firms Are Biggest Lobbyists

By Cooperative News Service

National Ass'n of Electric Companies has returned to the Number One spot among the lobbyists. NAEC admits it spent \$41,077 in April, May, and June to influence Congress.

It has long led the list, though it has been challenged by the American Public Power Association. NAEC reported spending \$268,937 in the first half of 1953 but only \$70,687 in the same period this year—about one-fourth as much.

Runner-up among the lobbyists is the General Gas Committee. It is trying to get Congress to exempt natural gas producers from Federal Power Commission's control. It spent \$40,586 in the April-June period this year. So far, the committee has succeeded in getting the House to pass its bill.

Other big spending lobbyists in the 3-month period include U.S.-Cuban Sugar Council (\$39,855), Ass'n of American Railroads (\$38,036), National Ass'n of Post Office Clerks (\$32,392), National Ass'n of Letter Carriers (\$31,713), AFL (\$31,623), Gypsum Ass'n (\$30,850), Farm Bureau (\$29,643), CIO (\$29,635).

National Rural Electric Cooperative Ass'n turned up as the top spender in the first quarter this year—to everyone's surprise. Since then, it has adopted book-keeping that other firms use when they report lobby spending. In April-June, NRECA dropped to 21st place among the lobbyists, spending \$15,683.

Two bitterly anti-co-op groups—National Tax Equality Ass'n and National Associated Businessmen—revealed lobbying expenditures of \$35,659 in the three months.

## CO-OPS ABROAD

About 25 cooperators from 17 AFRICAN countries are studying cooperation at Elsinore, DENMARK. The school is sponsored by the International Cooperative Union. The organization has more than 1,860 stores. Its cooperatives operate 207 of the 240 self-service stores in Norway.

## WANT ADS

Classified near Page 11.

SEEKING: A person to help with the bookkeeping of a small business. Write to: [Name], [Address].

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SEEKING: A person to help with the bookkeeping of a small business. Write to: [Name], [Address].

## He Won Co-op Tires At Alexandria Fair

Ernest Tollifsoo, Rte. 3, Alexandria, Minn.

The tires were awarded at a drawing in the booth sponsored by the Douglas County Cooperative, Brandon, Minn., and Lake Region Cooperative, Alexandria, Minn.

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## Minnesota Plowville ...

(Continued from Page 1)

WCCO, one of the sponsors. Final level-land and contour plowing contests will be held at the Future Farmer, 4-H and judging and contour contests start at 8:30 a.m.

Headquarters program at 11:30 a.m. will be at the host farmers' homes.

Climax of the two-day event will be at 3 p.m. when plowing contests will be broadcast by WCCO.

test, safety award, and land judging and contour line contests winners will be announced.

Queen of the Furrow and Governor Orin will give 10-year soil conservation awards in Clay, Cottonwood and Rock counties will be honored.

The entire presentation program will be broadcast by WCCO.

## Kill Grasshoppers Now, Wisconsin Farmers Told

Wisconsin farmers are urged by State Entomologist E. L. Chambers to kill grasshoppers now.

They are urged to kill grasshoppers now, before they begin to lay eggs.

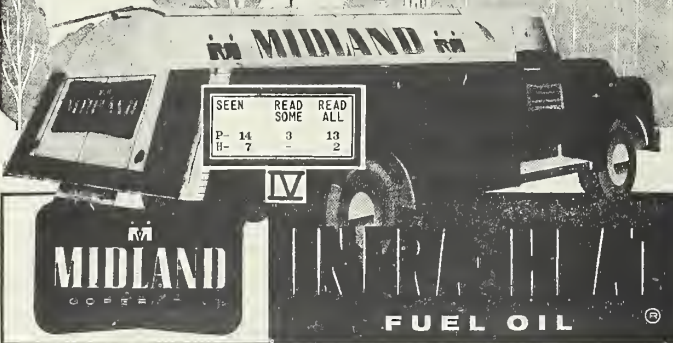
They are urged to kill grasshoppers now, before they begin to lay eggs.

They are urged to kill grasshoppers now, before they begin to lay eggs.

They are urged to kill grasshoppers now, before they begin to lay eggs.

# It's new...it's here...

# It's the MIDLAND Product of the year



### 1 new 5-Way Additive

saves fuel—gives more heat. Sludge contains the heavy hydrocarbons which produce the greatest number of heat units. Midland INFRA-HEAT fuel oils let them be burned, providing heat ordinary fuel oils is was

SEEN	READ SOME	READ ALL
P- 7	2	12
H- 2	2	2

### 2 new 5-Way

keeps accumulated moisture in solution so that it is completely burned off—thus protecting your equipment. You get no rust or corrosion. You get cleaner burning, higher heat value, longer life for your oil burner.

SEEN	READ SOME	READ ALL
P- 7	2	11
H- 2	1	2

### 3 new 5-Way Additive

insures complete burning of all fuel oil—even the hydrocarbons and moisture are burned. Midland INFRA-HEAT fuel oils eliminate soot formation, discoloration, fumes and smoke; increase efficiency.

SEEN	READ SOME	READ ALL
P- 7	2	11
H- 2	1	2

### 4 new 5-Way

prevents clogged filters and plugged lines by keeping sludge and moisture in solution... thus cutting repair bills and increasing burner life.

SEEN	READ SOME	READ ALL
P- 7	2	11
H- 2	1	2

### 5 new 5-Way Additive

saves you money because you get more heat per gallon—more uniform heat in Midland INFRA-HEAT fuel oils gradually remove accumulated sediment generally present in heating system.

SEEN	READ SOME	READ ALL
P- 7	2	11
H- 2	1	2

Now from Midland comes All-New INFRA-HEAT, the greatest fuel oil ever discovered. Midland INFRA-HEAT insures uniform heat and comfort... at savings you never dreamed possible. Why?

Because INFRA-HEAT heating principle 5-Way Additive completely. No dirt... fact, INFRA-HEAT tends to remove accumulated sludge and dirt already present in your unit.

SEEN	READ SOME	READ ALL
P- 6	2	11
H- 2	2	2

Your local Midland Cooperative will help you select the proper burning fuel oil, either INFRA-HEAT M-1 or INFRA-HEAT M-2.

Call your local Midland Cooperative for fast, efficient delivery...

SEEN	READ SOME	READ ALL
P- 6	2	11
H- 2	2	2

MIDLAND L.P. GAS Complete PROPANE Service cylinder or bulk

SEEN	READ SOME	READ ALL
P- 10	2	11
H- 2	2	2

SEEN	READ SOME	READ ALL
P- 10	2	11
H- 2	2	2

SEEN	READ SOME	READ ALL
P- 10	2	11
H- 2	2	2

SEEN	READ SOME	READ ALL
P- 10	2	11
H- 2	2	2

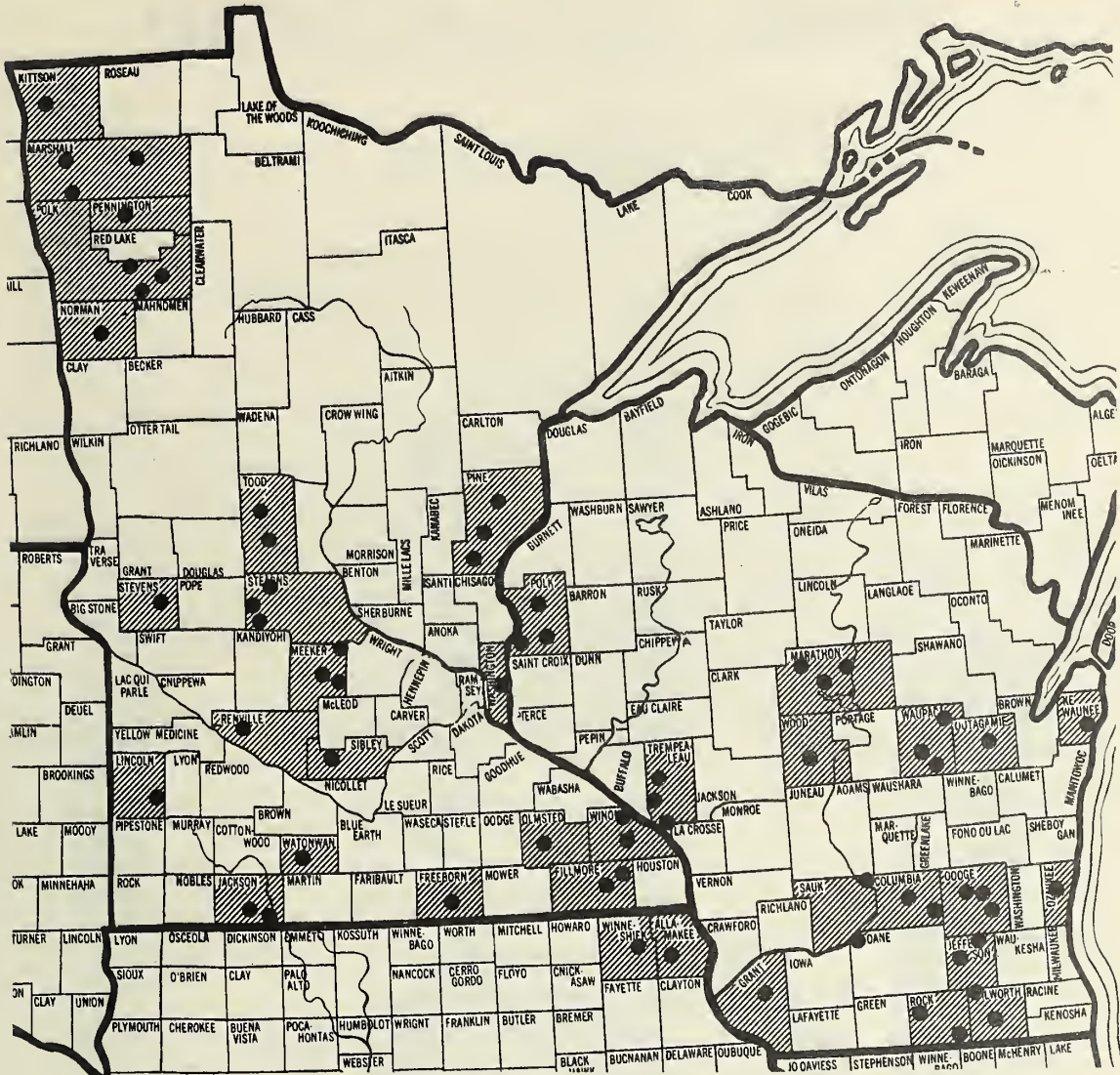
SEEN	READ SOME	READ ALL
P- 10	2	11
H- 2	2	2

MIDLAND...A sign of quality...A pledge of Service / MIDLAND COOPERATIVES

"Go ahead and me up. Dear-Remember I'm well insured by Mutual Service Insurance Co."

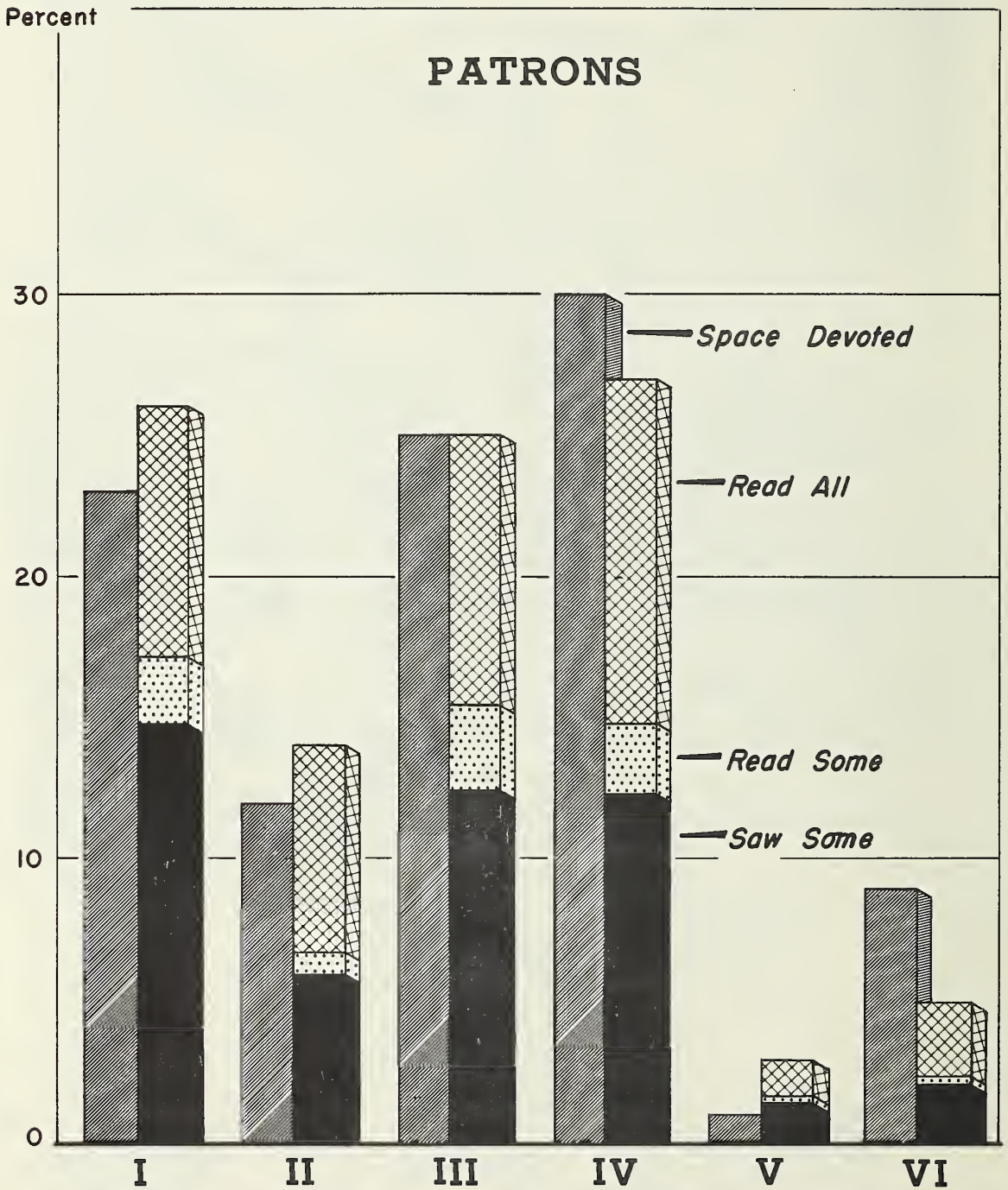


# Survey Sample for Midland Cooperator





# Space Devoted to Classes of News in Midland Cooperator and "Reader Contact"





# Space Devoted to Classes of News in Midland Cooperator and "Reader Contact"

